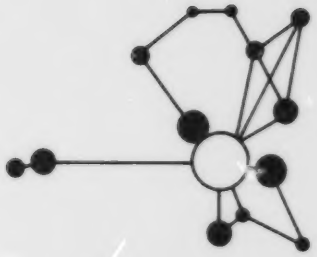
Report No. 1

URBAN HOUSEHOLDS



MARKET AREAS STUDY

EDMONTON METROPOLITAN REGIONAL PLANNING COMMISSION
March 1989

89-05592/

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I. SURVEY HIGHLIGHTS

Market areas information gathered by the 1988 survey generally confirms the regional dominance of the City of Edmonton as the most important employment centre and supplier of goods and services to the Region's urban households. In eight out of fifteen municipalities more than 44% of workers depend on Edmonton for their jobs and in Beaumont, St. Albert and Sherwood Park this proportion exceeds 60%.

The intensity of non-work related travel from the Region's urban centres to Edmonton follows a pattern similar to the intensity of travel to work. Generally, households in those municipalities which are most distant from Edmonton and/or most self-sufficient in employment opportunities, like Calmar, Legal, Redwater and Stony Plain show the lowest travel frequency to Edmonton for non-work purposes. On the other hand St. Albert, Sherwood Park and Beaumont show the highest frequency of non-work travel to Edmonton.

Low order goods generally available even in small municipalities, such as gasoline, bakery goods, florist products, drugstore items and liquor are generally purchased in Edmonton by only small proportions of non-resident households. These proportions are generally below 40%, and often even below 20%, of the urban municipalities' households.

The shopping patterns displayed for higher order goods like appliances, furniture, sporting goods and clothing and shoes are, however, quite different. Although these goods are available in several larger centres in the Region, Edmonton is by and large the main supplier. With some exceptions, over 60% and often over 80% of the urban municipalities' households buy these items in Edmonton.

Between 1983 and 1988 grocery shopping of the urban municipalities' residents has been significantly reoriented towards Edmonton. The proportions of households shopping for groceries in Edmonton have increased in this period in all the Commission's municipalities except for Legal and significant increases occurred even in larger municipalities possessing high quality shopping facilities like St. Albert (from 6.1% to 23.4%), Sherwood Park (from 7% to 19.5%), Spruce Grove (from 7.1% to 26.8%), Leduc (from 7.1% to 19.4%) and Fort Saskatchewan (from 17% to 31.7%). This development is mainly due to the introduction of mega-food stores to Edmonton. Superstore is a dominant attraction for grocery shoppers from the outlying municipalities. Its share of the households coming to shop for groceries to Edmonton ranges between 31.9% (New Sarepta) and 79.7% (Spruce Grove), compared to between 10.6% (Sherwood Park) and 34% (New Sarepta) recorded for Food for Less.

Shopping for drugstore items changed in a way similar to shopping for groceries -- purchasing in Edmonton increased (in 10 out of 15 municipalities) at the expense of local shopping. This development is again, at least to some degree, due to the introduction of food and drug megastores.

Although West Edmonton Mall is a dominant shopping centre location in terms of its attractiveness to the shoppers from the Region's urban municipalities (in the sense that there is a certain proportion of households in each centre which prefers West Edmonton Mall to all the other shopping centres in Edmonton), a comparison of the 1983 and 1988 survey data for urban municipalities does not provide any reliable measure of the shift in shopping patterns which may have occurred as a result of the West Edmonton Mall entry into the regional market.

There has been a pronounced shift in the majority of the Region's urban municipalities towards more use of local retail and service facilities. This is particularly true of a variety of services like medical doctor, dentist, lawyer, insurance, banks, restaurants, libraries and car or truck service, as well as with respect to some goods like liquor and clothing and shoes. In most instances this shift was accompanied by decreased dependency on Edmonton.

In addition to Edmonton there are several other centres in the Region with well developed commercial facilities which supply sizeable proportions of their own households and those from nearby smaller urban municipalities with a variety of goods and services. The most significant of these centres are St. Albert, Leduc, Sherwood Park, Fort Saskatchewan and Spruce Grove.

The City of St. Albert is the largest municipality of the group (38,318 population) with the most developed commercial structure including a regional shopping centre. Lower order goods and services are purchased by St. Albert's residents to a very high degree locally (by between 85% and 98% of households) but for a number of higher order goods they still travel to shop to Edmonton. This is particularly true with respect to furniture (90.9% of households), large appliances (84.4%), small appliances (59.5%), sporting goods (59%), adult clothing (58.8%) and car purchase (52.4%). St. Albert's residents also purchase some services such as insurance (55.4% of households), lawyer services (52.9%), restaurant services (50.8%) and optometrist services (37.3%) in Edmonton to a substantial degree.

St. Albert also supplies the northwest portion of the Region including Legal, Morinville and Bon Accord with goods and services. The residents of these municipalities shop in St. Albert mainly for medium-to-higher order goods such as small appliances, sporting goods, clothing and shoes as well as services like fast food outlets, restaurants, medical doctor, dentist, optometrist and hospital.

The Hamlet of Sherwood Park is the third largest urban centre in the Region with 30,846 population. Its commercial structure is similar to that of St. Albert but it does not include a regional shopping centre. Lower order goods and services are purchased by Sherwood Park's residents predominantly locally (85% to 97% of households). However higher order goods are obtained predominantly from Edmonton. This is true especially with respect to large appliances (96.4%), furniture (96.8%), small appliances (70.5%), sporting goods (67.5%), adult clothing and shoes (65.1%) and car purchases (63%). Among the services most often obtained in Edmonton are hospital (99.6% of households), insurance (65.8%), lawyer (63.6%) and restaurants (46.5%).

Sherwood Park supplies the eastern and south-eastern part of the Region including the Village of New Sarepta with a variety of goods and services. The most important items purchased in Sherwood Park by New Sarepta residents include liquor (27% of households), drugstore items (24.7%), florist products (22.4%) and children's clothing (20.8%). Among the most significant services are optometrist (22.9% of households), medical doctor (21.3%) and banks (20.8%).

The City of Leduc is the fourth largest urban centre in the Region with a population of 13,126. Although its commercial structure does not include a regional shopping centre, it is well developed and capable of supplying all the low, medium and high order goods. Leduc has one of the highest proportions of local households buying low order goods locally among all the Region's urban municipalities (generally over 90%, in the case of liquor 100%). This is also true with respect to the medium to high order goods and services like sporting goods (39.9%) children's clothing and shoes (41.6%), hardware (80.7%), groceries (80.6%), restaurants (49%), lawyer (72.9%) and dentist (79.8%).

Commercial facilities of the City of Leduc supply goods and services to the southern portion of the Region. Among the urban centres served by Leduc are Calmar, New Sarepta and to a lesser degree Beaumont and Devon. Among the goods purchased in Leduc by the largest proportions of the households resident in the aforementioned municipalities are florist products, groceries, bakery goods, children's clothing and hardware. Among the most important services are veterinarian services, use of the swimming pool, dry cleaning and laundry, dentist and lawyer.

The City of Fort Saskatchewan is the fifth largest urban centre in the Region with a population of 11,983. Its commercial structure supplies all the low, medium and high order goods and services. The shopping patterns of Fort Saskatchewan's residents are similar to those of Leduc's in that compared to other urban centres in the Region relatively high proportions of local households do their shopping locally. This is true with respect to nearly all the goods and services except for groceries (67.9%), large appliances (12.1%) and furniture (8.5%).

Fort Saskatchewan supplies the north east quadrant of the Region including three urban centres - Gibbons, Redwater and to some degree also Bon Accord - with a variety of goods and services. Among these three municipalities, Gibbons has the closest economic ties with Fort Saskatchewan. The goods and services which are obtained in Fort Saskatchewan by the largest proportions of Gibbons' residents include bakery goods (22.4%), hardware (18.6%), children's clothing and shoes (18.2%), florist products (17.7%) and groceries (14.6%). Among the important services are the swimming pool (74.1%), hospital (31.3%), medical doctor (28.9%) and optometrist (23.3%). The proportions of Redwater's residents coming to shop and use services in Fort Saskatchewan are generally below 10% except for dentist (27%), swimming pool (25.9%), veterinarian (23.4%), optometrist (18.2%) and fast food outlets (11%). The use of Fort Saskatchewan's commercial facilities by Bon Accord's residents is marginal except for the swimming pool used by 55.2% of the households and dentist (9.5%).

The City of Spruce Grove is the sixth largest urban centre in the Region with a population of 11,918 people. Its commercial structure is well developed and in many respects similar to that of the Cities of Leduc and Fort Saskatchewan. Despite the general similarity in shopping patterns among the three municipalities, Spruce Grove residents tend to shop more in Edmonton than the residents of the other two centres. This is true especially with respect to bakery products (14.8% of households), florist goods (16.2%), hardware (27.1%), car or truck service (27.8%), lawyer (41.9%) insurance (40.9%), optometrist (40.2%), car or truck purchase (51%) and hospital (87.5%)

Spruce Grove has a large market area covering the western quadrant of the survey study area. The Town of Stony Plain is Spruce Grove's competitor in this area but also a participant in the exchange of goods and services between these two municipalities. The most important items obtained by Stony Plain's residents in Spruce Grove include services of an optometrist (45.3% of households), fast food outlets (34%), the swimming pool (32.3%), dentist (27%), medical doctor (23.1%) and car or truck purchase (18.3%). Spruce Grove's residents use Stony Plain's hospital (10% of households) and also buy insurance (4.4%) and use car or truck service facilities (3.8%) in Stony Plain.

II. INTRODUCTION

Market areas research was undertaken by the Edmonton Metropolitan Regional Planning Commission for the first time in 1971 and repeated on a larger scale and with improved methodology in 1983. The 1983 household survey provided detailed data concerning the shopping habits, employment locations and travel patterns of the Edmonton Region's residents. The results of the 1983 study have been extensively used by both public agencies and the private sector in their planning for commercial and community facilities.

The market areas survey described in this report was conducted in the summer of 1988. Its main purpose was to update and expand the information base necessary for the determination of the market areas of the Region's urban municipalities. A new market areas study was needed to assist in the identification of recent shifts in spatial shopping patterns as well as in travel patterns and employment locations which resulted from changed economic conditions, recent roadway improvements, new retailing methods (e.g. larger supermarkets, superstores, warehouse stores) and a significantly increased amount of commercial floor space in the City of Edmonton (e.g. expansion of West Edmonton Mall).

The 1988 survey collected, due to an expanded questionnaire, a greater wealth of information than in 1983 in terms of the number of goods and services surveyed as well as some supplementary information, such as household preferences with respect to grocery chains and preferences with respect to major shopping centres in Edmonton. The information from the survey will be presented in two reports. This report deals with the data obtained from the households residing in the Commission's urban municipalities. Its purpose is to depict economic linkages among the urban centres of the Region. The second report will present combined urban and rural market area information for several subregions of the study area with the purpose of identifing and describing the market areas of the Region's urban municipalities.

This report is organized into five parts. Part I presents the highlights of the survey results. Part II describes the circumstances and purpose of the 1988 market areas survey as well as the purpose and organization of this report. Part III briefly depicts the 1988 survey methodology. Part IV outlines the future uses of the survey data and Part V displays the survey data in the form of tables and graphs which are accompanied by descriptive commentaries. Appendix One at the end of the report presents information about the urban survey unit populations, number of households and the sizes of the samples of households which were surveyed.

III. RESEARCH METHODOLOGY

1. Study Area

Map 1 on page 6 shows the regional setting of the study area and the Edmonton Metropolitan Regional Planning Commission planning Region. Map 2 on page 7 presents the study area, the Edmonton Metropolitan Regional Planning Commission planning Region, rural survey units, as well as respective survey unit codes and survey unit populations for 1986.

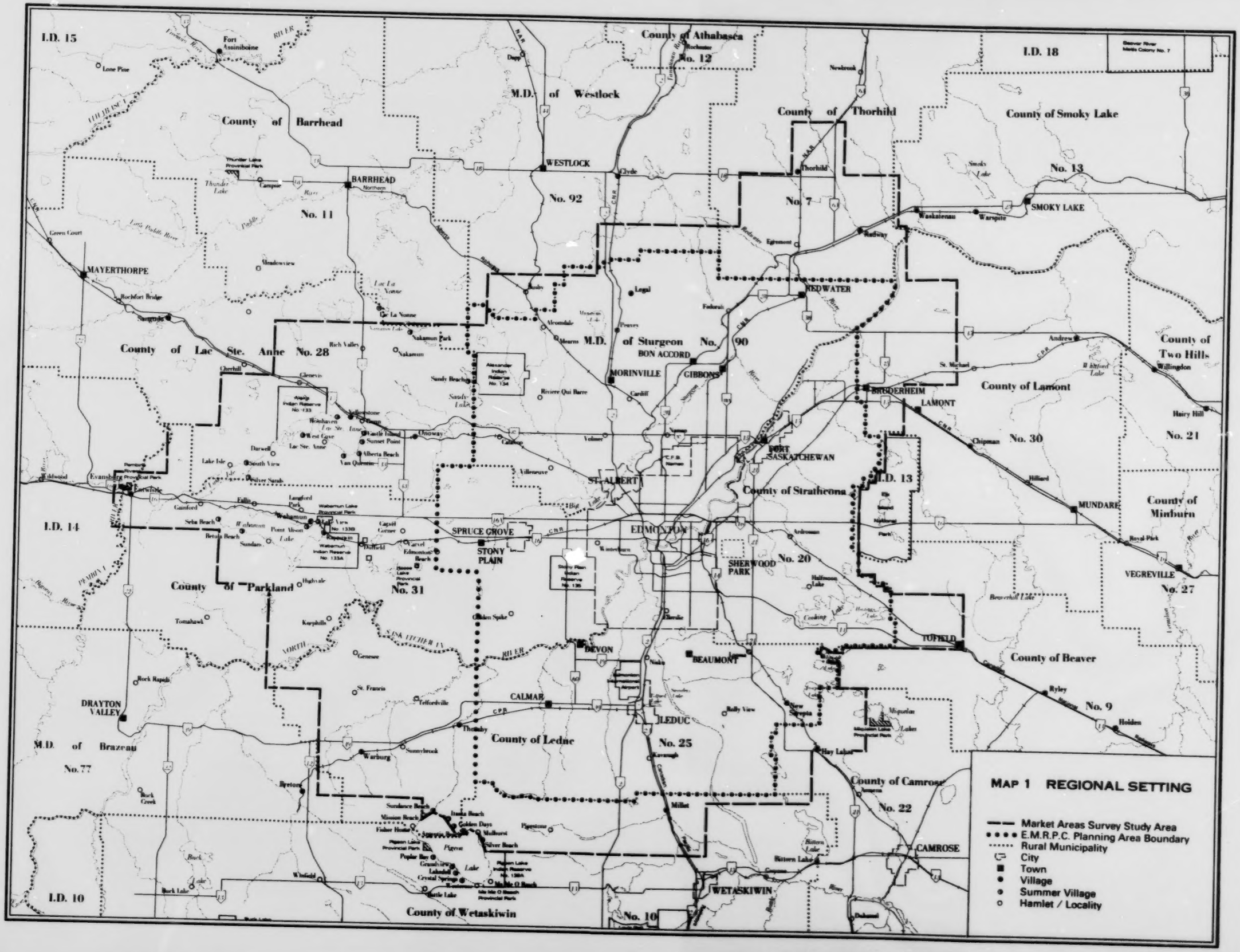
As shown on Map 2 the study area covered the M.D. of Sturgeon, the County of Strathcona, most of the Counties of Leduc and Parkland as well as parts of the Counties of Lac St. Anne, Barrhead, Westlock, Thorhild, Beaver, Camrose and Wetaskiwin. The study area was expanded beyond the E.M.R.P.C. planning Region in order to include market areas of all the Commission's urban municipalities (excluding the City of Edmonton). Specifically, the 1983 original study area was enlarged for the 1988 survey to include the following additional townships:

(a) one township including Tofield (east along Highway 14).

(b) one township including Evansburg and Entwistle (west along Highway 16); and

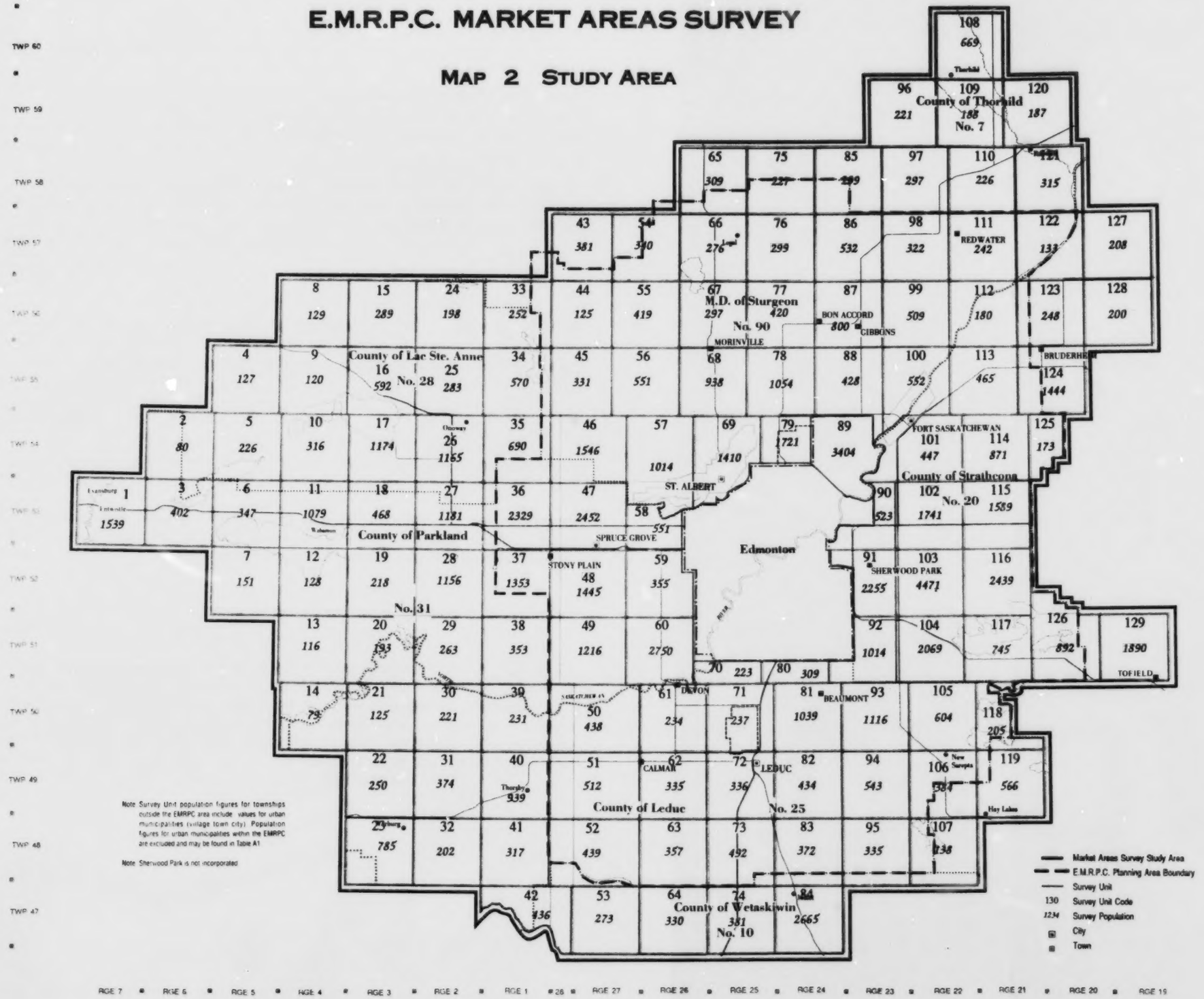
(c) a rural area of approximately one township in northeast Edmonton.

(d) one township in the southwestern corner of the 1983 study area (Twp 51-Rge 5-W4) was excluded because it was found to lie beyond the market areas of the Commission's urban municipalities.


I.D. 15
Fort Assiniboine
Lone Pine
County of Barrhead
M.D. of Westlock
County of Athabasca
No. 12
I.D. 18
Beaver River Metis Colony No. 7
County of Thorhild
County of Smoky Lake
No. 13
WESTLOCK
BARRHEAD
Thunder Lake Provincial Park
Campsite
Thunder Lake
No. 92
No. 7
No. 11
Thorhild
Newbrook
Smoky Lake
SMOKY LAKE
Waskatenau
Warspite
Radway
Edmonton
Legal
REDWATER
Green Court
MAYERTHORPE
Rochfort Bridge
Sangudo
Meadowview
Lac La Nonne
Nakamun Park
Nakamun
Rich Valley
Cherhill
Glenevis
County of Lac Ste. Anne No. 28
M.D. of Sturgeon No. 90
BON ACCORD
MORINVILLE
GIBBONS
Legal
Redwater
Andrew
County of Two Hills
Willingdon
Sandy Beach
Alexander Indian Reserve No. 134
Sandy Lake
Riviere Qui Barre
Cardiff
BRUDERHEIM
LAMONT
County of Lamont
Hairy Hill
No. 21
Alexis Indian Reserve No. 133
Rosshaven
Lac Ste. Anne
West Cove
Darwell
Lake Isle
South View
Silver Sands
Castle Island
Sunset Point
Alberta Beach
Van Querrin
Onoway
Villeneuve
Chipman
No. 30
FORT SASKATCHEWAN
Evansburg Provincial Park
Entwistle
Gainford
Fallis
Wabamun Lake Provincial Park
Wabamun
Seba Beach
Point Alison
Betula Beach
Sundance
Wabamun Indian Reserve No. 133A
Carvel
Edmonton Beach
SPRUCE GROVE
STONY PLAIN
ST. ALBERT
EDMONTON
County of Strathcona
I.D. 13
MUNDARE
County of Minburn
I.D. 14
County of Parkland
No. 31
Duffield
Stony Plain Indian Reserve No. 135
SHERWOOD PARK
No. 20
Ardrossan
Hillcrest Lake
Cooking Lake
VEGREVILLE
No. 27
Tomahawk
Keephills
Entwistle
Duffield
Devon
BEAUMONT
TOFIELD
County of Beaver
Rock Rapids
DRAYTON VALLEY
Genesee
St. Francis
Telfordville
CALMAR
Thorsby
LEDUC
Ryley
No. 9
Holden
M.D. of Brazeau
No. 77
County of Leduc
No. 25
Warburg
Sunnybrook
Bruce
Millet
Hay Lakes
County of Camrose
No. 22
Sundance Beach
Mission Beach
Fisher Home
Pigeon Lake Provincial Park
Pigeon
Poplar Bay
Grandview
Lakeland
Crystal Springs
Lake
Indian Reserve No. 138A
Golden Days
Mulhurst
Silver Beach
Pigeonville
Bittern Lake
CAMROSE
Buck Lake
Winfield
Little Lake
Ma-Me-O Beach
Ma-Me-O Beach Provincial Park
WETASKIWIN
I.D. 10
County of Wetaskiwin
No. 10
MAP 1 REGIONAL SETTING
Market Areas Survey Study Area
E.M.R.P.C. Planning Area Boundary
Rural Municipality
City
Town
Village
Summer Village
Hamlet / Locality

E.M.R.P.C. MARKET AREAS SURVEY

MAP 2 STUDY AREA



2. Survey Population and Survey Units

The survey population was made up of all the households in the study area except the City of Edmonton's residents[1]. Geographic survey units, that is, the smallest geographic areas for which market data were separately collected, included 15 urban municipalities and 129 rural townships.

The urban municipalities in the Commission's planning Region were surveyed as separate survey units. On the other hand, the study area urban households residing beyond the E.M.R.P.C. planning Region were combined for survey purposes with the rural households of their respective townships.

3. Data Collection

As in previous studies, information about the shopping and travel habits of the study area residents was gathered by means of a household survey The survey questionnaire was administered through telephone interviews which were conducted in May, June and July of 1988.

4. Sampling Design

The method of sample selection for the survey was a systematic geographically stratified sampling.

Given the fixed budget and desired quality of data the statistical confidence level for the urban municipalities was targeted at 90 percent with a bound on the error of estimation of ± 5 percent. These considerations determined targeted sample sizes for individual survey units.

Respondents for the urban component of the survey were selected in a systematic way by using local telephone directories.

The survey was generally well received by the respondents. Of the telephone numbers drawn for the urban samples approximately 63 percent provided answers to the questionnaire, 18 percent of the telephone numbers belonged to households who declined to respond and 19 percent included numbers not in service, business numbers, or numbers with no answer even after several call backs. The response rate achieved by the survey was 78% This means that of the urban households contacted during the survey 78 percent answered the questionnaire.

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[1] Only a small rural area of approximately one township in the northeastern corner of the City of Edmonton was included in the survey.

The total number of completed questionnaires obtained from the urban residents of the E.M.R.P.C. planning area (except for Edmonton) was 3,108, compared to the targeted number of 3,121. As the targeted numbers of questionnaire completions are generally very close to the numbers of actual completions, the targeted confidence levels and error bounds have generally been satisfied.

5. Questionnaire

The questionnaire for the 1988 survey was prepared with input from the Commission's municipalities as well as various economic development agencies active in the Region. As in 1983, the questionnaire included questions about travel patterns, place of employment and income of the study area residents in addition to inquiries about spatial shopping habits.

IV. FUTURE USES OF THE MARKET AREAS DATA

The market areas survey information will be used for a variety of purposes, the most important of which are as follows:

(a) It will complement the Commission's land use data base files and increase their application in the preparation, review and monitoring of regional and municipal plans, in the formulation of municipal downtown revitalization plans and transportation studies;

(b) It will facilitate the evaluation of, and decisions on, major commercial and public development proposals, such as shopping centres, supermarkets, swimming pools, hospitals, etc., by both the private sector and the municipalities; and

(c) It will assist investors in identifying potential opportunities and thus facilitate their decisions to establish or expand their commercial operations in the metropolitan area and within individual municipalities.

V. SURVEY RESULTS

Survey results for individual goods and services are displayed for all the Commission's urban municipalities in 36 tables and graphs contained in the body of the report which follows.

1. Employment

Table 1 shows the distribution of employment locations for the residents of the 15 urban municipalities situated in the E.M.R.P.C. planning area. Figures in the table indicate the proportions (percentage) of the employed labour force resident in the centres listed horizontally working full or part-time in the centres listed vertically. As can be seen from the table the municipalities of St. Albert, Beaumont and Sherwood Park rely to a very large degree on the central city for the employment opportunities of their residents. They have between 61.5% and 63.8% of their labour force employed in Edmonton. On the other hand, Fort Saskatchewan and Redwater are the most self-sufficient localities in this respect, having the highest proportions (59.5% and 76.7%, respectively) of their labour force employed locally. Redwater and Fort Saskatchewan also to some degree increased their self-sufficiency in local jobs between 1983 and 1988.

The Region's municipalities provide employment not only to their own residents but also to non-residents. This is particularly true of Fort Saskatchewan, which is a location for workers from Gibbons (6.8%), Redwater (4.6%), Bon Accord (2.7%), and Sherwood Park (2.2%). Leduc is an employment centre for Calmar (15.6%), New Sarepta (4.8%), Beaumont (3.3%), and Devon (2.6%). St. Albert is an important employment location for Morinville (13.3%), Legal (6.2%) and Bon Accord (3.1%). Sherwood Park accommodates workers from New Sarepta (3.6%) and Beaumont (2.5%). In addition, Morinville is a workplace for 8.4% of workers residing in Legal and Devon accommodates 5.7% of workers from Calmar. Among other employment locations for the Region's urban labour force the most significant is Nisku, accommodating 15.4% of labour force from Devon, 11.7% from Leduc, 11.4% from Beaumont and 9% of workers resident in Calmar. Similarly Edmonton International Airport provides jobs for 4.8% of workers from Leduc and 3.8% from Calmar.

Figure 1 Employment

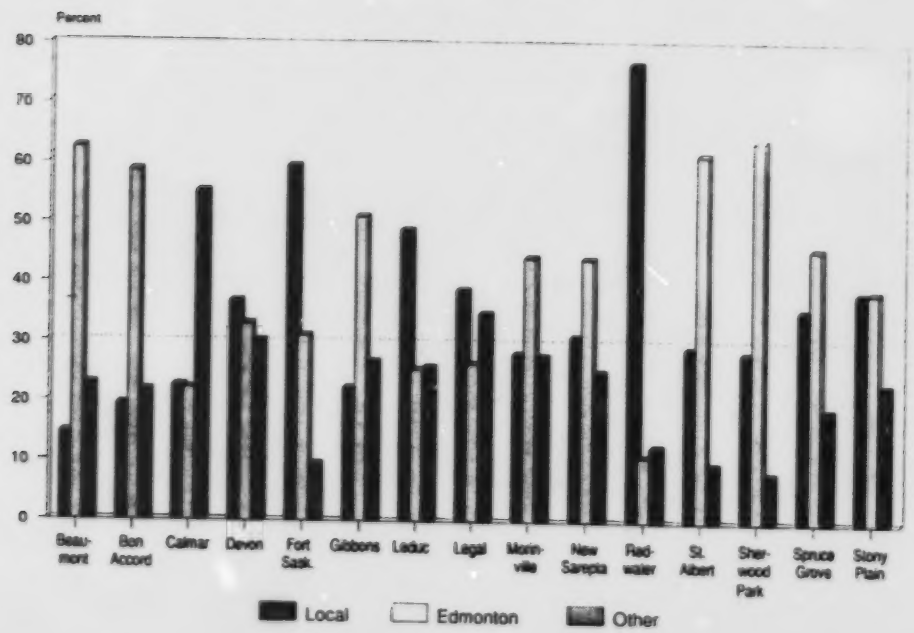


Table 1 Employment

EMPLOYMENT LOCATIONS	PLACES OF RESIDENCE														
	BEAU-MONT	BON ACCORD	CALMAR	DEVON	FORT SASKAT CHEWAN	GIB-BONS	LEDUC	LEGAL	MORIN-VILLE	NEW SAREP-TA	RED-WATER	ST. ALBERT	SHER-WOOD PARK	SPRUCE GROVE	STONY PLAIN
EDMONTON	62.5	58.7	22.2	33.0	31.0	51.0	25.4	26.4	44.2	44.0	10.8	61.5	63.8	45.7	32.6
BEAUMONT	14.7		.5	.3			.5			1.2					
BON ACCORD		19.5			.5	1.7		.6	.3					.2	
CALMAR			22.6				.2								
DEVON	.3		5.7	36.8			.5					.4	.2	.2	
FORT SASKATCHEWAN	.3	2.7			59.5	6.8	.2	1.7	.8		4.6	.7	2.2		
GIBBONS		2.2			.3	22.3		.6							
LEDUC	3.3	.4	15.6	2.6	.5		48.8			4.8			.2		.3
LEGAL		.4				.3		38.8			.4				
MORINVILLE		.9			.3	.7	.2	8.4	28.1			.2		.5	
NEW SAREPTA							.2			31.0					.3
REDWATER		3.6			2.6	4.1			.3		76.7		.4		
ST. ALBERT		3.1		.6		1.4	.2	6.2	13.3			29.0		.7	.3
SHERWOOD PARK	2.5		.5	.3	1.0	1.0	.2			3.6		.4	28.2	.2	
SPRUCE GROVE			.9	1.1					.5			.7		35.5	16.0
STONY PLAIN												.2		5.2	38.4
BARRHEAD				.3	.8			.6	.3						
GENESEE		.4	.5						.3				.4	.7	.6
LAMONT					.5				.3		.4				
MAMAO		3.6				2.4		1.1	2.0			1.3	.2		
NISKU	11.4	.4	9.0	15.4		.7	11.7	1.1		10.7	.4	.4		.2	
SEBA BEACH														.5	1.2
THORSBY			.9				.2								
THORHILD											1.6				
TOFIELD										1.2					
WABAMUN						.3						.2		1.4	2.1
WESTLOCK								1.7				.2			
WETASKIWIN	.3		1.4	.6			.7					.2			
WINTERBURN				1.1								.2		.7	.9
INTL. AIRPORT			3.8	.6			4.8								
ALL OVER	3.6	1.8	9.9	5.7		5.1	4.3	8.4	4.3	1.2	1.2	2.6	1.6	4.0	3.9
OTHER	1.1	2.2	6.6	1.7	3.0	2.2	1.9	4.4	5.3	2.4	3.8	1.9	2.8	4.3	3.3

NOTE: Figures in the table indicate the proportions (percentage) of the labour force of those urban centres listed horizontally that work full-time or part-time in the employment centres listed vertically.

2. Household Trips to Edmonton

Table 2 deals with frequency of travel from the Commission's urban municipalities to Edmonton. Column 1 of the table indicates the number of monthly household trips to Edmonton (excepting trips to work). The cells of the body of the table represent the proportions (percentage) of households, in a given centre, making trips at a particular frequency. As can be seen from the table four trips per month is the most common travel frequency to Edmonton (between 17.9% and 34.7% of households) for all the listed municipalities, except for Calmar, Legal and Redwater. The latter three centres have the largest proportions of households who travel to Edmonton only once a month (Calmar 20.6%, Legal 32.6% and Redwater 26.6%).

Generally, households of those municipalities which are most distant from Edmonton and/or most self-sufficient in employment opportunities, like Calmar, Legal, Redwater and Stony Plain show the lowest travel frequency to Edmonton for non-work purposes. Only between 5.3% and 13.7% households of these municipalities make 10 or more trips to Edmonton per month. On the other hand those municipalities which are closest to Edmonton and/or most dependent on Edmonton for jobs have the highest frequency of travel to the central city. For example, in St. Albert, Sherwood Park and Beaumont between 37.7% and 43.7% of households make 10 or more trips per month to Edmonton. The latter centres also have by far the largest proportions of households from which somebody travels to Edmonton practically every day - 11.4% in St. Albert, 6.5% in Sherwood Park and 4.2% in Beaumont. The ranking of the Commission's urban municipalities in terms of travel frequency to Edmonton has changed only marginally since 1983 when St. Albert was first followed by Sherwood Park, Spruce Grove and Beaumont and when Redwater, Legal, Leduc and Calmar were at the lower end of the travel intensity scale.

Figure 2 Household Trips to Edmonton

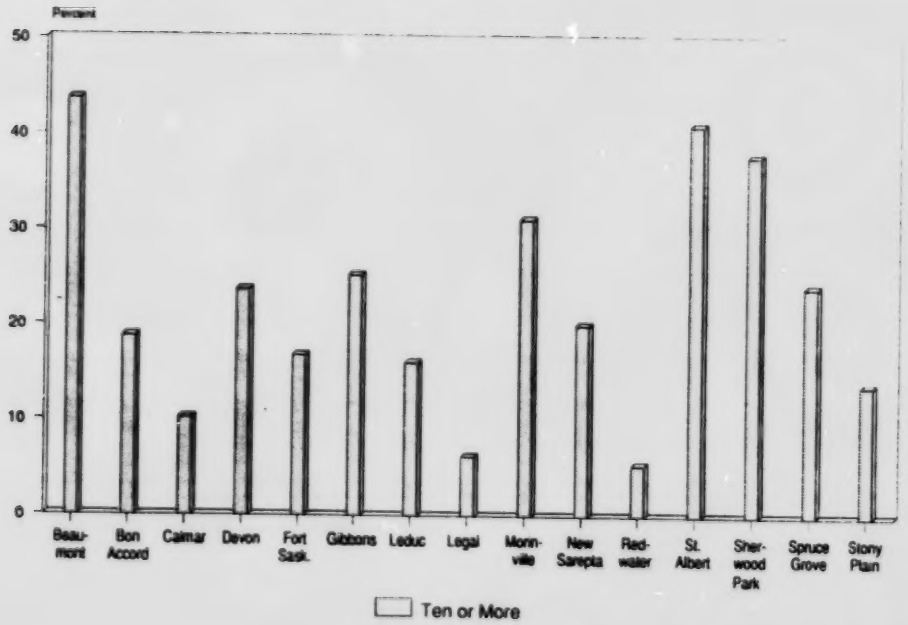


Table 2 Household Trips to Edmonton

NUMBER OF MONTHLY TRIPS TO EDMONTON	PLACES OF RESIDENCE														
	BEAUMONT	BON ACCORD	CALMAR	DEVON	FORT SASKATCHEWAN	GIBBONS	LEDUC	LEGAL	MORINVILLE	NEW SAREPTA	REDWATER	ST. ALBERT	SHERWOOD PARK	SPRUCE GROVE	STONY PLAIN
1	2.3	5.3	20.6	8.5	14.5	7.2	15.5	32.6	7.9	17.3	26.6	5.9	10.3	7.6	17.4
2	8.3	20.0	18.7	10.0	12.9	11.8	16.3	17.1	9.2	8.0	22.3	7.5	8.0	7.6	19.2
3	4.1	5.3	7.1	5.7	7.3	5.6	6.4	4.7	10.0	1.3	14.1	3.5	4.6	6.8	7.1
4	19.4	24.7	19.4	30.8	24.2	23.1	24.3	23.3	17.9	34.7	20.7	20.9	22.5	26.7	21.0
5	2.8	4.7	5.8	5.2	2.8	4.6	2.4	4.7	6.6	5.3	4.3	3.5	2.7	9.2	2.7
6	4.1	7.3	10.3	2.8	6.0	7.2	4.0	3.9	4.8		3.3	2.8	5.3	8.0	7.6
7	.5	.7		.9	.4	.5	2.8	1.6	1.3		1.6	.4	.8	1.2	.4
8	13.8	12.7	7.7	10.9	14.9	12.8	12.0	5.4	10.0	10.7	1.6	13.8	7.6	9.2	10.7
9	.9	.7		1.4		2.1	.4	.8	1.3	2.7		.8	.4		
10	10.1	4.7	1.9	5.2	3.2	6.7	2.8	2.3	9.2	4.0	1.1	9.4	7.6	10.4	2.2
11							.4								
12	9.2	4.7	2.6	7.1	6.0	6.2	3.6	3.1	4.4	5.3	2.7	7.9	8.0	4.4	4.5
13		.7		.5			.4		.9				1.1		
14	1.8			.5		1.0	.4								
15	6.5	2.0	1.9	5.7		3.1	1.6		5.2	2.7	.5	4.3	3.1	2.4	.9
16	1.4	1.3		.9	1.6	1.5	.8	.8	1.3	2.7	.5	2.8	1.9	.4	2.2
17							1.2		.9					.4	
18	.9								.4	1.3					
20	7.8	4.0	1.9	2.8	3.6	2.6	1.2		4.4	2.7		3.1	8.0	4.4	2.2
24		.7			.4				.4			.8			.4
25	1.8		.6		1.6	1.5	.4		.9			1.2	1.5		.4
28														.4	
30	3.7	.7	1.3	.5	.4	2.1	3.2		2.2	1.3	.5	11.0	6.5	.4	.9
32														.4	
35				.5											
36														.4	
40						.5									
50+	.5								.9			.4			

NOTE: Column 1 of the table indicates the number of monthly household trips to Edmonton (excepting trips to work). The cells of the body of the table represent the proportions (percentage) of households, in a given centre, making trips at a particular frequency.

3. Bakery Goods

Table 3 presents information with respect to spatial distribution of shopping for bakery goods. Figures in the table indicate the proportions (percentage) of the households, of those urban centres listed horizontally, that shop for a particular good in the "Supplying Centres" listed vertically. As can be seen in Table 3 bakery products are to a large degree purchased locally. This is true in particular of Fort Saskatchewan where 93.9% of households buy bakery goods in their own municipality, as well as of Stony Plain and Leduc with 90.4% and 90.1% of local purchases, respectively. The proportions of households buying bakery products in Edmonton generally do not exceed 50%, except for Bon Accord with 72% followed by Gibbons (57.4%) and Beaumont (54.4%).

Figure 3 Bakery Goods

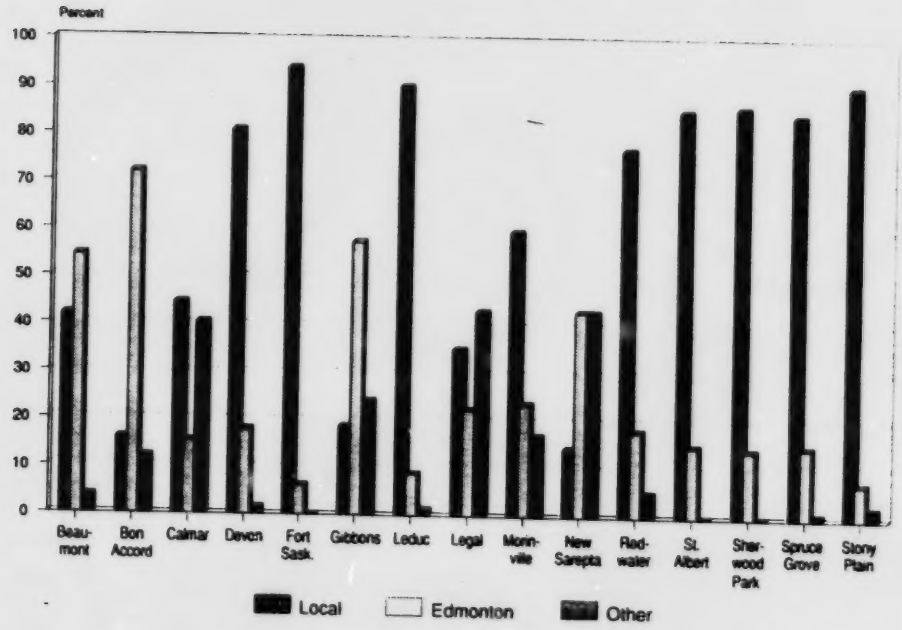


Table 3 Bakery Goods

SUPPLYING CENTRES	PLACES OF RESIDENCE															
	BEAU-MONT	BON ACCORD	CALMAR	DEVON	FORT SASKAT-CHEWAN	GIB-BONS	LEDUC	LEGAL	MORIN-VILLE	NEW SAREP-TA	RED-WATER	ST. ALBERT	SHER-WOOD PARK	SPRUCE GROVE	STONY PLAIN
EDMONTON	54.4	72.0	15.3	17.8	6.1	57.4	8.7	22.2	23.5	42.9	18.0	14.8	14.1	14.8	7.3
BEAUMONT	41.9		.7												
BON ACCORD		16.0													
CALMAR			44.4												
DEVON			2.1	80.8			.4								
FORT SASKATCHEWAN		.7			93.9	22.4					5.1				
GIBBONS		.7				18.6									
LEDUC	2.8		36.8	1.4			90.1			20.0					
LEGAL		.7						34.9							
MORINVILLE		2.0						8.7	59.7						
NEW SAREPTA										14.3					
REDWATER		.7									77.0				
ST. ALBERT		7.3				.5		30.2	16.7			85.2			
SHERWOOD PARK	.9									18.6			85.9		
SPRUCE GROVE														84.4	2.3
STONY PLAIN														.8	90.4
CAMROSE										2.9					
THORSBY			.7												
WESTLOCK								4.0							
WETASKIWIN							.8								
AT HOME						.5									
ALL OVER										1.4					
OTHER						.5									

NOTE: Figures in the table indicate the proportions (percentage) of the households, of those urban centers listed horizontally, that shop for a particular good or service in the "Supplying Centers" listed vertically.

4. Florist Products

Table 4 displays survey data dealing with florist products. It may be noted in the table that significant proportions of urban households purchase this item locally. In eight municipalities these proportions exceed 80% and in only four of the centres local purchases are marginal - below 10% of households. Edmonton's florists generally supply not more than 40% of the households in the Region's urban centres. Exceptions to this rule include Bon Accord (72.3%) and Gibbons (58.9%).

Figure 4 Florist Products

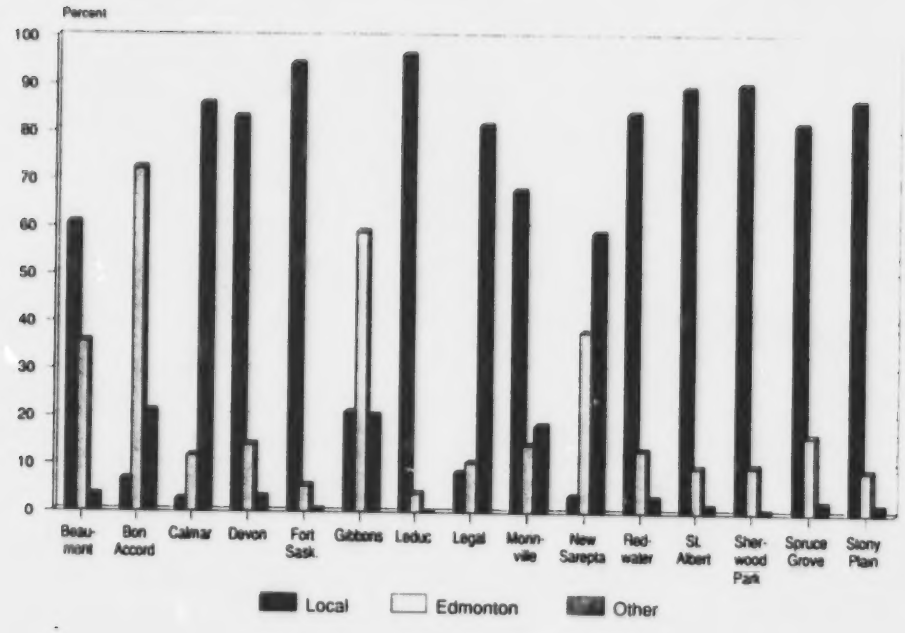


Table 4 Florist Products

SUPPLYING CENTRES	PLACES OF RESIDENCE														
	BEAUMONT	BON ACCORD	CALMAR	DEVON	FORT SASKATCHEWAN	GIBBONS	LEDUC	LEGAL	MORINVILLE	NEW SAREPTA	REDWATER	ST. ALBERT	SHERWOOD PARK	SPRUCE GROVE	STONY PLAIN
EDMONTON	35.7	72.3	11.7	14.0	5.4	58.9	3.9	10.4	14.1	37.9	13.0	9.5	9.7	16.2	8.9
BEAUMONT	60.7		.8							1.7					
BON ACCORD		6.7													
CALMAR			2.5												
DEVON			6.7	83.0											
FORT SASKATCHEWAN		.8			94.2	17.7					3.1				
GIBBONS		2.5				20.9									
LEDUC	2.6		78.3	2.5			96.1			22.4					
LEGAL								8.3							
MORINVILLE		7.6			.4			41.7	67.7			.8			
NEW SAREPTA										3.4					
REDWATER						1.3					83.9				
ST. ALBERT		10.1						34.4	18.2			89.2		.8	.6
SHERWOOD PARK	.5									22.4			89.9		
SPRUCE GROVE				.5										81.7	3.9
STONY PLAIN														1.2	86.6
CAMROSE	.5									10.3					
WESTLOCK								5.2				.4			
ALL OVER										1.7					
OTHER						1.3							.4		

NOTE: Figures in the table indicate the proportions (percentage) of the households, of those urban centers listed horizontally, that shop for a particular good or service in the "Supplying Centers" listed vertically.

5. Drugstore Items

Information about shopping locations for drugstore items is shown in Table 5. It may be noted in the table that a majority of municipalities can to a large degree satisfy the demand for this item locally and a relatively small percentage of households purchase it elsewhere. The only exceptions are the smaller communities like New Sarepta where this item is available only to a limited degree or Bon Accord where it is not available at all. Local purchasing of drugstore items is particularly significant in Fort Saskatchewan with 96.8% of households and in Leduc with 94% of households buying locally. In an additional six centres this proportion is over 80%. The percentage of households buying drugstore items locally declined between 1983 and 1988 in the large majority of the municipalities (in 11 out of 15). This decline was generally accompanied by increased purchases in Edmonton. This phenomenon is probably due to the proliferation of drugstore and grocery megastores which have become in the last several years a great attraction to Edmonton for shoppers from the outlying municipalities.

Figure 5 Drugstore Items

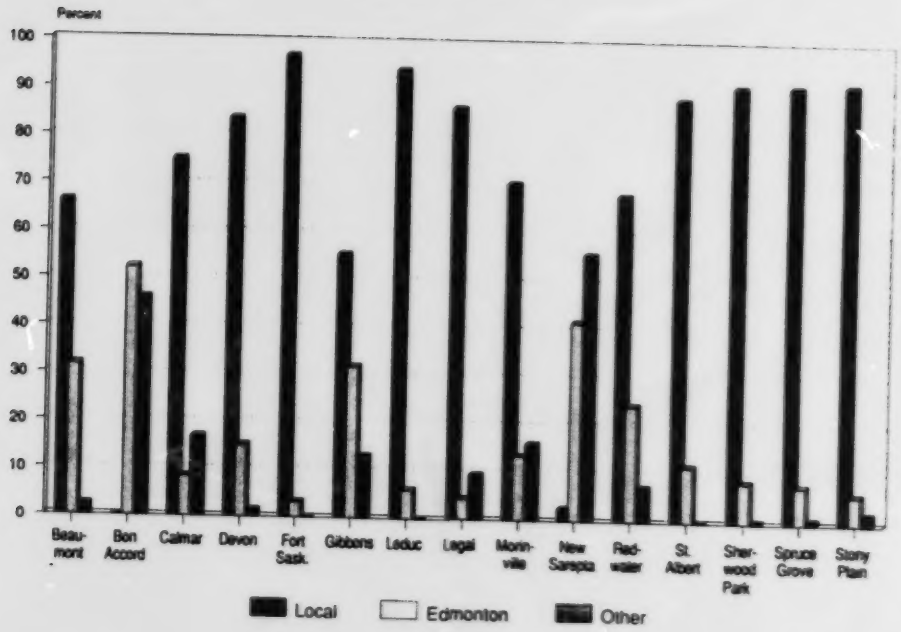


Table 5 Drugstore Items

SUPPLYING CENTRES	PLACES OF RESIDENCE														
	BEAUMONT	BON ACCORD	CALMAR	DEVON	FORT SASKATCHEWAN	GIBBONS	LEDUC	LEGAL	MORINVILLE	NEW SAREPTA	REDWATER	ST. ALBERT	SHERWOOD PARK	SPRUCE GROVE	STONY PLAIN
EDMONTON	31.7	52.2	8.3	15.0	3.2	21.7	6.0	4.3	13.4	41.6	24.2	11.6	8.4	7.8	6.0
BEAUMONT	66.1									3.9					
CALMAR	.5		75.0												
DEVON			1.3	83.6									.4		
FORT SASKATCHEWAN		.6	.6		96.8	11.1					7.0				
GIBBONS		34.0				55.3									
LEDUC	1.4		14.7	.9			94.0			20.8					
LEGAL								86.3							
MORINVILLE		5.0							70.6						
NEW SAREPTA										2.6					
REDWATER						.5					68.3				
ST. ALBERT		8.2				1.0		5.8	16.0			88.4		.4	
SHERWOOD PARK	.5									24.7			91.2		
SPRUCE GROVE				.5										91.4	2.1
STONY PLAIN														.4	91.8
CAMROSE										3.9					
RADWAY											.5				
WESTLOCK								2.9							
WETASKIWIN										1.3					
ALL OVER										1.3					
OTHER						.5		.7							

NOTE: Figures in the table indicate the proportions (percentage) of the households, of those urban centers listed horizontally, that shop for a particular good or service in the "Supplying Centers" listed vertically.

6. Gasoline

Information about purchases of gasoline has been summarized in Table 6. It can be seen in the table that gasoline is a low order good which is purchased predominantly locally. The importance of the secondary shopping locations, like Leduc for Beaumont, Calmar, and Devon as well as St. Albert for Legal and Morinville, Sherwood Park for New Sarepta, and Spruce Grove for Stony Plain, is generally limited to below 10% of households. By and large this is also true with respect to Edmonton which serves to a large degree only households in New Sarepta (24%), Devon (20.9%), and Beaumont (18%) with gasoline.

Figure 6 Gasoline

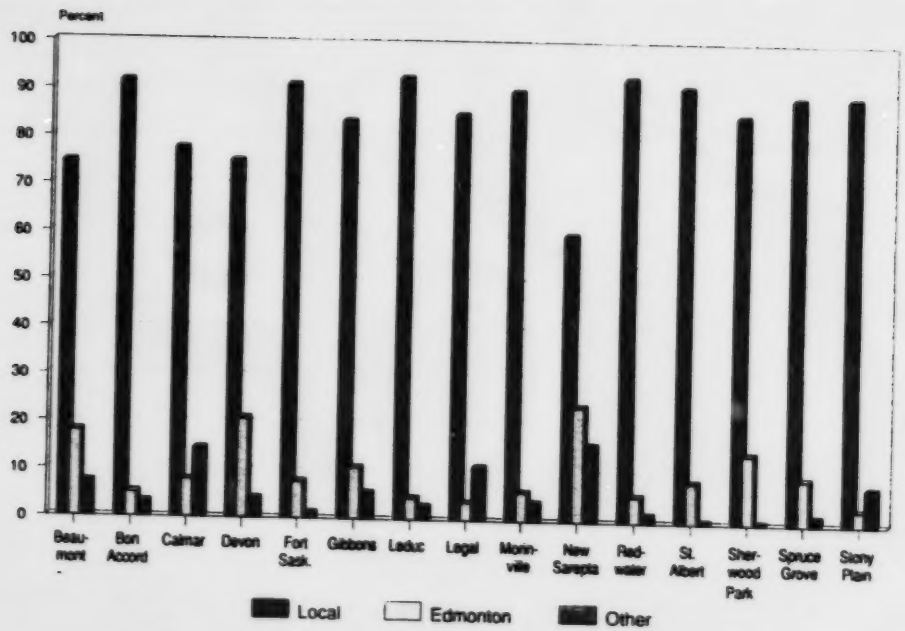


Table 6 Gasoline

SUPPLYING CENTRES	PLACES OF RESIDENCE														
	BEAU-MONT	BON ACCORD	CALMAR	DEVON	FORT SASKAT-CHEWAN	GIB-BONS	LEDUC	LEGAL	MORIN-VILLE	NEW SAREP-TA	RED-WATER	ST. ALBERT	SHER-WOOD PARK	SPRUCE GROVE	STONY PLAIN
EDMONTON	18.0	5.2	7.9	20.9	7.7	10.8	4.5	3.7	6.1	24.0	5.5	8.5	14.5	9.4	3.2
BEAUMONT	74.7		.7	.5			.4								
BON ACCORD		91.6				3.1		.7	.4						
CALMAR	.5		77.6												
DEVON			.7	75.0											
FORT SASKATCHEWAN			.7		91.1	1.0							.4		
GIBBONS		1.9				83.6		.7							
LEDUC	1.8		9.9	2.3			92.7			5.3					
LEGAL								85.1							
MORINVILLE		.6						3.0	90.0			.4		.4	
NEW SAREPTA										60.0					
REDWATER		.6				1.0					92.9				
ST. ALBERT								3.7	3.0			91.1		.4	
SHERWOOD PARK	.9									6.7	.5		85.2		
SPRUCE GROVE				.5										89.0	7.7
STONY PLAIN														.8	89.1
ANDREW					.4										
BRUDERHEIM											.5				
NISKU	3.7		2.0	.9			.8			1.3					
THORHILD											.5				
WESTLOCK								3.0							
WETASKIWIN			.7												
ALL OVER	5					.5	1.6			2.7					
OTHER					.8				.4						

NOTE: Figures in the table indicate the proportions (percentage) of the households, of those urban centers listed horizontally, that shop for a particular good or service in the "Supplying Centers" listed vertically.

7. Liquor

As can be seen in Table 7 liquor is a low order good which is purchased predominantly locally in all the Region's municipalities where a liquor store is available. (Only Bon Accord and New Sarepta do not have a liquor store). Percentages of households buying liquor in their own communities generally exceed 90% except for Morinville (77.8%) and Gibbons (88.8%). 100% of the respondents from Leduc indicated local purchases of liquor. The only visible change which occurred in the regional purchasing patterns between 1983 and 1988 involves a general increase in the percentage of households buying liquor locally, accompanied by a decline in purchases in Edmonton as well as in other secondary supplying centres like Leduc, Morinville and Spruce Grove. Beaumont significantly increased its percentage of shoppers from New Sarepta, while Gibbons received an increased share from Bon Accord and St. Albert from Morinville.

Figure 7 Liquor

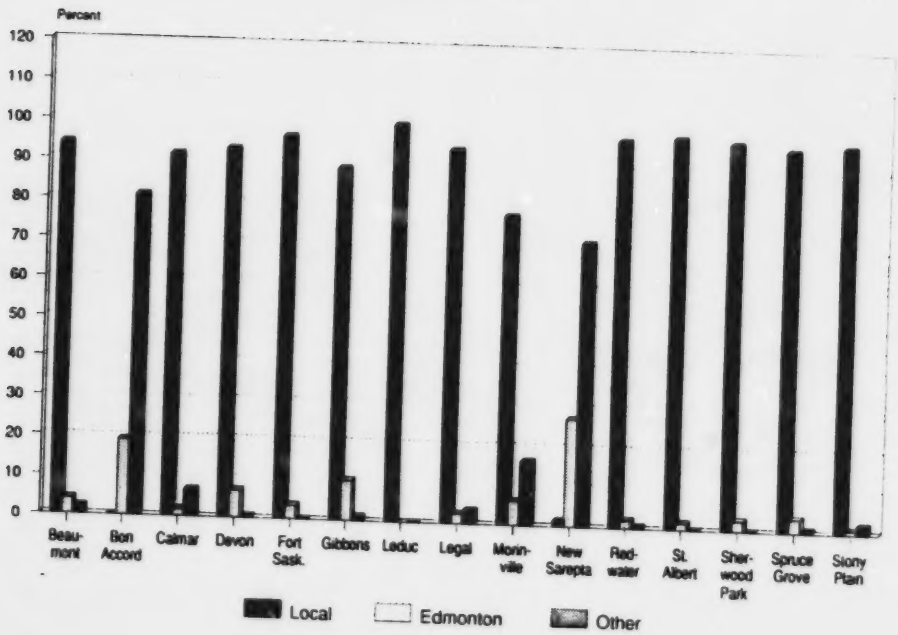


Table 7 Liquor

SUPPLYING CENTRES	PLACES OF RESIDENCE														
	BEAUMONT	BON ACCORD	CALMAR	DEVON	FORT SASKATCHEWAN	GIBBONS	LEDUC	LEGAL	MORINVILLE	NEW SAREPTA	REDWATER	ST. ALBERT	SHERWOOD PARK	SPRUCE GROVE	STONY PLAIN
EDMONTON	4.0	19.0	1.7	6.9	3.5	10.1		2.5	6.1	27.0	2.0	1.7	2.7	3.5	1.0
BEAUMONT	94.0		.8							14.3					
CALMAR	.5		91.5												
DEVON				93.1											
FORT SASKATCHEWAN			.8		96.5	1.2					.7				
GIBBONS		75.4				88.8									
LEDUC	.5		5.1				100.0			25.4					
LEGAL								94.1							
MORINVILLE		1.6							77.8						
NEW SAREPTA										1.6					
REDWATER		.8									97.4				
ST. ALBERT		3.2						1.7	16.2			98.3		.4	
SHERWOOD PARK	.5									27.0			97.3		
SPRUCE GROVE														95.7	2.1
STONY PLAIN														.4	96.9
BARRHEAD										1.6					
CAMROSE										3.2					
WESTLOCK								1.7							
ALL OVER	.5														

NOTE: Figures in the table indicate the proportions (percentage) of the households, of those urban centers listed horizontally, that shop for a particular good or service in the "Supplying Centers" listed vertically.

8. Small Appliances

Shopping patterns information for small appliances is presented in Table 8. As can be seen from the table small appliances are a high order good purchased by large proportions of the Region's residents in Edmonton. Local purchasing is limited and in a number of municipalities practically non-existent.

The percentage of households making purchases of small appliances in Edmonton ranges between 52.7% (Leduc) and 96.7% (Beaumont). An exceptionally low percentage of households buying small appliances in Edmonton is found in Legal (32%). The largest percentages of households purchasing small appliances in their own municipalities have been recorded for Leduc (46.1%), St. Albert (40.5%) and Redwater (36.4%).

Figure 8 Small Appliances

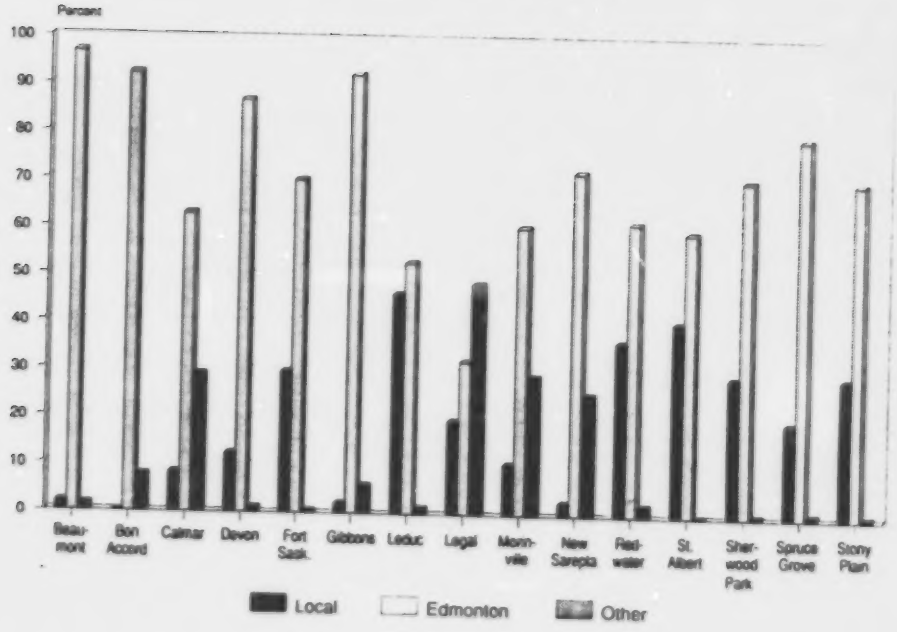


Table 8 Small Appliances

SUPPLYING CENTRES	PLACES OF RESIDENCE														
	BEAU-MONT	BON ACCORD	CALMAR	DEVON	FORT SASKAT-CHEWAN	GIB-BONS	LEDUC	LEGAL	MORIN-VILLE	NEW SAREP-TA	RED-WATER	ST. ALBERT	SHER-WOOD PARK	SPRUCE GROVE	STONY PLAIN
EDMONTON	96.7	92.3	62.8	86.7	70.0	92.1	52.7	32.0	60.4	72.0	61.4	59.5	70.5	79.4	70.3
BEAUMONT	1.9														
CALMAR			8.3												
DEVON				12.3											
FORT SASKATCHEWAN		.6			29.6	5.3					2.2				
GIBBONS		1.3				2.1									
LEDUC	1.4		29.0	1.0			46.1			12.0					
LEGAL								19.5							
MORINVILLE		1.3						4.7	10.6						
NEW SAREPTA										2.7					
REDWATER											36.4				
ST. ALBERT		3.9						39.8	29.1			40.5		.4	
SHERWOOD PARK							.4			8.0			29.1		
SPRUCE GROVE														19.8	.5
STONY PLAIN								.8						.4	29.2
CAMROSE										4.0					
WESTLOCK								3.1							
WETASKIWIN							.4								
ALL OVER							.4			1.3					
OTHER		.6			.4	.5							4		

NOTE: Figures in the table indicate the proportions (percentage) of the households, of those urban centers listed horizontally, that shop for a particular good or service in the "Supplying Centers" listed vertically.

9. Large Appliances

Table 9 summarizes survey information about purchases of large appliances. As can be seen in the table the buying patterns for large appliances are very concentrated. Generally between 80% and 100% of households make their purchases in Edmonton. The only exception to this rule is Leduc where only 62.5% of residents buy large appliances in Edmonton and where the proportion of residents buying locally is the highest in the Region - 36.3%. Local purchases are also important in Redwater (20.4%) and Stony Plain (18.1%). Leduc presently supplies 17.9% of households in Calmar and 8.2% in New Sarepta. Similarly St. Albert is a shopping location for this kind of good for Legal (8.9%) and Morinville (8%).

The period between 1983 and 1988 saw certain changes in the shopping patterns for large appliances. These include increased local purchasing which occurred particularly in Fort Saskatchewan (from 5.8% to 12.1%) and St. Albert (from 7.3% to 15.6%). These increases were accompanied by declines in Legal, Morinville and Devon.

Figure 9 Large Appliances

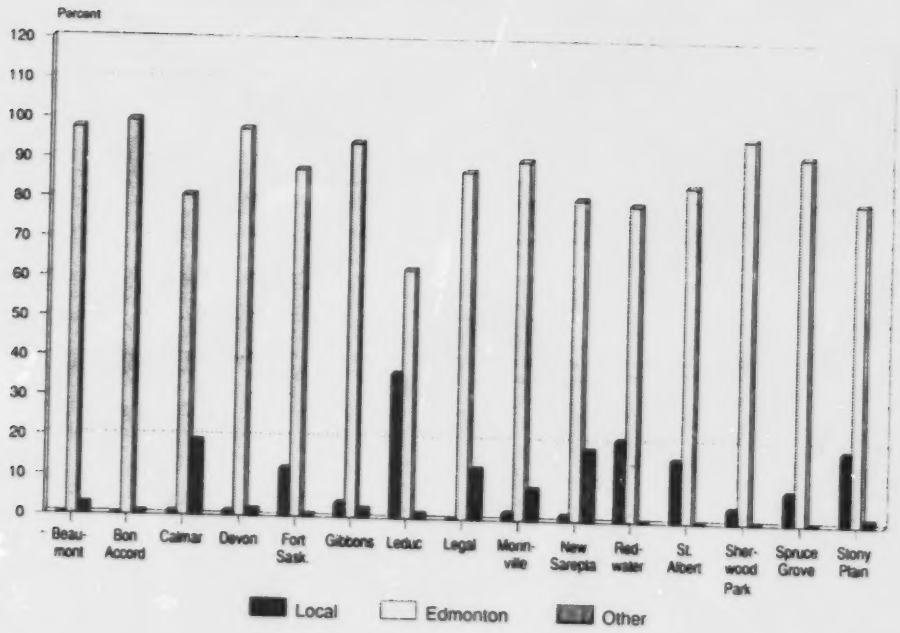


Table 9 Large Appliances

SUPPLYING CENTRES	PLACES OF RESIDENCE														
	BEAUMONT	BON ACCORD	CALMAR	DEVON	FORT SASKATCHEWAN	GIBBONS	LEDUC	LEGAL	MORINVILLE	NEW SAREPTA	REDWATER	ST. ALBERT	SHERWOOD PARK	SPRUCE GROVE	STONY PLAIN
EDMONTON	97.6	99.4	80.7	97.5	87.5	94.3	62.5	87.4	90.3	80.8	79.6	84.4	96.4	92.1	80.6
CALMAR			.7												
DEVON				1.0											
FORT SASKATCHEWAN				.5	12.1	1.5									
GIBBONS		.6				3.6									
LEDUC	1.9		17.9	1.0			36.3			8.2					
MORINVILLE								.7	1.8						
NEW SAREPTA										1.6					
REDWATER											20.4				
ST. ALBERT								8.9	8.0			15.6			
SHERWOOD PARK										2.7			3.6		
SPRUCE GROVE														7.9	1.4
STONY PLAIN								.7							18.1
CAMROSE										4.1					
WESTLOCK								2.2							
WETASKIWIN							.4								
CALGARY	.5														
ALL OVER					.4		.8			2.7					
OTHER			.7			.5									

NOTE: Figures in the table indicate the proportions (percentage) of the households, of those urban centers listed horizontally, that shop for a particular good or service in the "Supplying Centers" listed vertically.

10. Furniture

Furniture is one of the highest order goods analyzed in this report. As the data in Table 10 indicate a large majority of the municipalities record over 90% of households purchasing furniture in Edmonton. The only exceptions to this rule are Leduc where 23.7% of households buy furniture locally, Calmar where 13% of residents buy this item in Leduc and 86.3% in Edmonton, as well as New Sarepta with 82.2% of households purchasing furniture in Edmonton and 6.8% in Leduc.

In the period between 1983 and 1988 only small changes occurred in the shopping patterns for furniture. The most noticeable ones include local purchasing increases in Fort Saskatchewan, St. Albert, Spruce Grove and Stony Plain combined with declines recorded for Redwater, Leduc and Sherwood Park.

Figure 10 Furniture

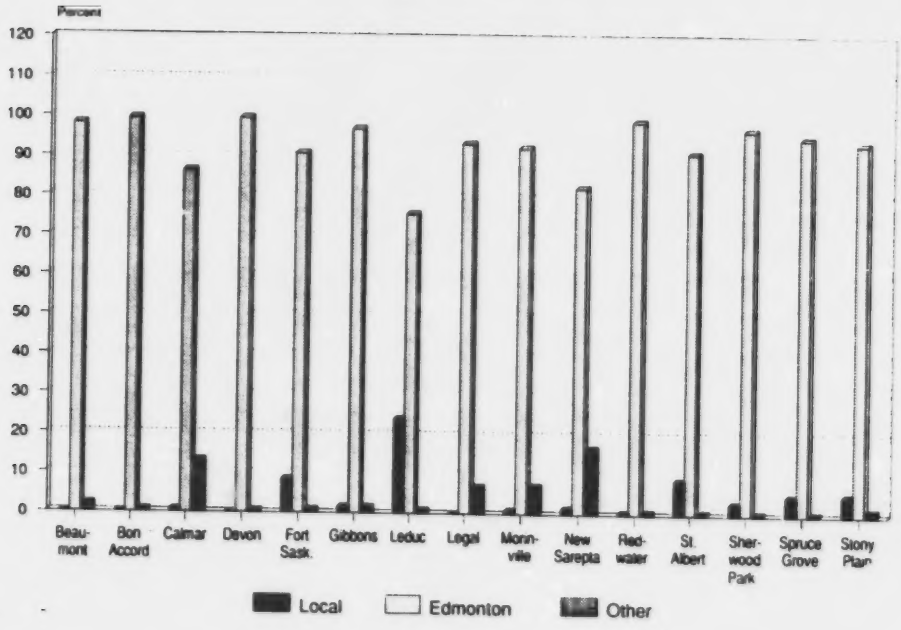


Table 10 Furniture

SUPPLYING CENTRES	PLACES OF RESIDENCE														
	BEAU-MONT	BON ACCORD	CALMAR	DEVON	FORT SASKAT-CHEWAN	GIB-BONS	LEDUC	LEGAL	MORIN-VILLE	NEW SAREP-TA	RED-WATER	ST. ALBERT	SHER-WOOD PARK	SPRUCE GROVE	STONY PLAIN
EDMONTON	98.1	99.4	86.3	99.5	90.7	96.9	75.5	93.3	92.2	82.2	98.9	90.9	96.8	94.8	93.5
CALMAR			.7							1.4					
FORT SASKATCHEWAN					8.5	1.6									
GIBBONS		.6				1.6									
LEDUC	1.0		13.0	.5			23.7			6.8					
MORINVILLE									.9		.5				
NEW SAREPTA										1.4					
REDWATER											.5				
ST. ALBERT								3.7	6.5			8.6			
SHERWOOD PARK										1.4			2.8		
SPRUCE GROVE														4.8	.5
STONY PLAIN															5.1
BARRHEAD														.4	
CAMROSE					.4					2.7					
WESTLOCK								3.0							
WETASKIWIN										1.4					
CALGARY	1.0				.4				.4			.4	.4		
ALL OVER							.8			2.7					
OTHER															.9

NOTE: Figures in the table indicate the proportions (percentage) of the households, of those urban centers listed horizontally, that shop for a particular good or service in the "Supplying Centers" listed vertically.

11. Sporting Goods

Information about shopping patterns for Sporting Goods was collected for the first time in 1988. As can be seen from Table 11 this item is a medium order good which is to some degree available in nearly all the municipalities but purchased mainly in Edmonton and several other larger centres. Local purchasing is most important in Fort Saskatchewan with 51.4% of households buying sporting goods locally, followed by St. Albert with 41%, Leduc with 39.9%, Spruce Grove with 35.3% and Sherwood Park with 32.1%. Beaumont and Bon Accord have the largest proportions of households purchasing sporting goods in Edmonton -- 93.8% and 93.5%, respectively. Leduc supplies a significant proportion of households in Calmar (28.1%) and New Sarepta (12.7%) with sporting goods while St. Albert is an important shopping location for this item for Legal (44.3%) and Morinville (27.2%).

Figure 11 Sporting Goods

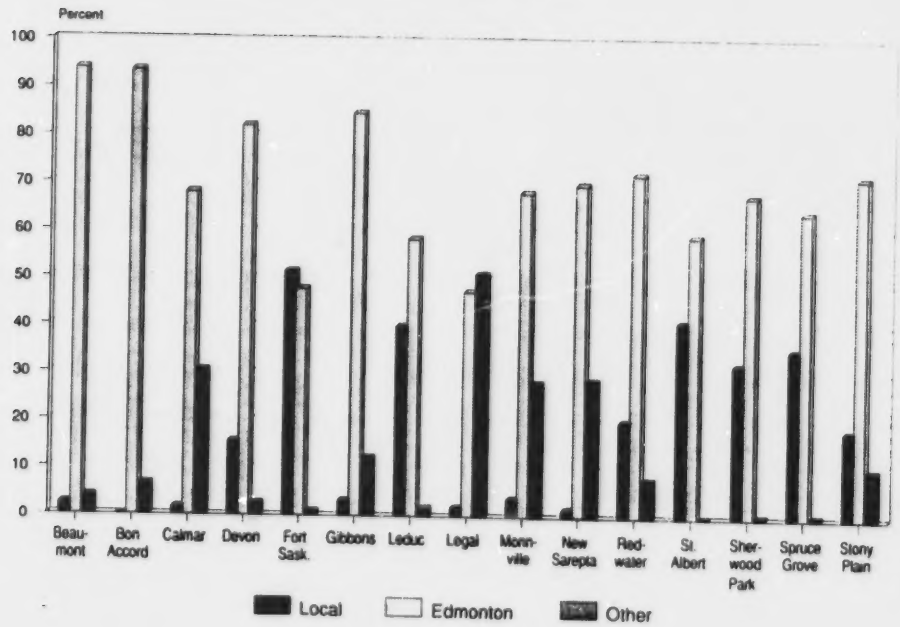


Table 11 Sporting Goods

SUPPLYING CENTRES	PLACES OF RESIDENCE															
	BEAUMONT	BON ACCORD	CALMAR	DEVON	FORT SASKATCHEWAN	GIBBONS	LEDUC	LEGAL	MORINVILLE	NEW SAREPTA	REDWATER	ST. ALBERT	SHERWOOD PARK	SPRUCE GROVE	STONY PLAIN
EDMONTON	92.8	93.5	60.0	82.0	47.7	84.6	58.3	47.2	68.1	69.8	72.0	59.0	57.5	64.2	71.9
BEAUMONT	2.4									1.6					
CALMAR			1.6												
DEVON			.8	15.5			.4								
FORT SASKATCHEWAN				.5	51.4	11.7					7.9				
GIBBONS		.7				3.2									
LEDUC	3.3		28.1	1.5			39.9			12.7					
LEGAL								1.9							
MORINVILLE								3.8	3.8						
NEW SAREPTA										1.6					
REDWATER											20.1				
ST. ALBERT		4.3						44.3	27.2			41.0			
SHERWOOD PARK					.5					11.1			32.1		
SPRUCE GROVE		.7					.4							35.3	10.2
STONY PLAIN															18.3
CAMROSE										3.2					
WESTLOCK								2.8	.5						
WETASKIWIN			.8												
RED DEER			.9												
CALGARY	.5			.5	.5				.5						
ALL OVER							.4						.4		
OTHER						.5	.4							.4	

NOTE: Figures in the table indicate the proportions (percentage) of the households, of those urban centers listed horizontally, that shop for a particular good or service in the "Supplying Centers" listed vertically.

12. Children's Clothing and Shoes

The item clothing and shoes was treated as one good in the 1983 survey and was divided into two items, one for children and one for adults, in 1988. As can be seen in Table 12 children's clothing and shoes is a higher order good purchased by a large proportion of the Region's households (between 26.3% and 87.8%) in Edmonton. Local availability of this item is limited and in only four centres (St. Albert, Sherwood Park, Leduc and Redwater) do more than fifty percent of households purchase it locally. These centres also serve as alternative shopping locations to Edmonton for smaller municipalities where clothing stores are not available at all or with a very limited stock. For example, Leduc supplies 49.1% of households in Calmar with this item while St. Albert is a shopping location for this good for 57.9% of households in Legal and 45.9% in Morinville. Sherwood Park serves 20.8% of households in New Sarepta.

Figure 12 Children's Clothing and Shoes

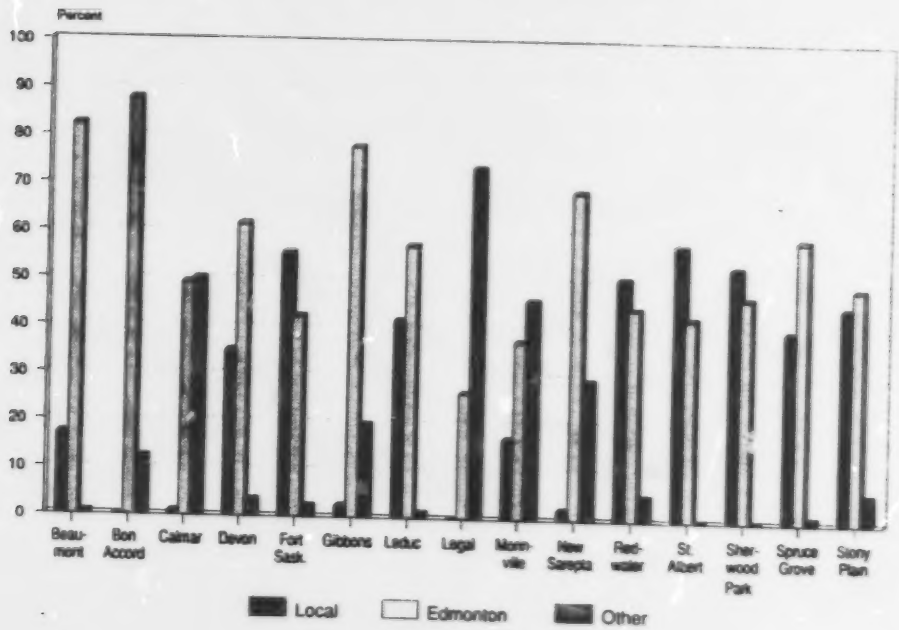


Table 12 Children's Clothing and Shoes

SUPPLYING CENTRES	PLACES OF RESIDENCE															
	BEAU-MONT	BON ACCORD	CALMAR	DEVON	FORT SASKATCHEWAN	GIB-BONS	LEDUC	LEGAL	MORIN-VILLE	NEW SAREP-TA	RED-WATER	ST. ALBERT	SHER-WOOD PARK	SPRUCE GROVE	STONY PLAIN
EDMONTON	92.3	87.8	49.1	61.6	42.2	78.0	57.3	26.3	37.3	68.8	44.3	42.4	46.8	59.1	49.0
BEAUMONT	17.2														
CALMAR			.9												
DEVON			.9	34.9											
FORT SASKATCHEWAN		.9			55.5	18.2					4.3				
GIBBONS						2.5									
LEDUC	.5		49.1	3.4			41.6			4.2					
MORINVILLE		3.5						9.2	16.8						
NEW SAREPTA										2.1					
REDWATER											50.7				
ST. ALBERT		7.8				.6		57.9	45.9		.7	57.6		1.0	
SHERWOOD PARK					1.7					20.8			53.2		
SPRUCE GROVE														39.9	5.9
STONY PLAIN															45.1
CAMROSE							.5			4.2					
WESTLOCK								6.6							
CALGARY					.6										
ALL OVER							.5								
OTHER						.6									

NOTE: Figures in the table indicate the proportions (percentage) of the households, of those urban centers listed horizontally, that shop for a particular good or service in the "Supplying Centers" listed vertically.

13. Adult Clothing and Shoes

Adult clothing and shoes is a higher order good which, as shown in Table 13, is obtained predominantly in Edmonton by between 35.3% (Legal) and 91.2% (Bon Accord) of the regional municipalities' households. Local purchasing of adult clothing and shoes is limited to larger centres like St. Albert and Fort Saskatchewan where local buying is done by slightly in excess of 40% of households. St. Albert, Sherwood Park, Leduc and Fort Saskatchewan also serve as alternative shopping locations for smaller municipalities. For example, Leduc supplies 34.4% of households in Calmar and 10.4% in New Sarepta; St. Albert supplies 52.5% of households in Legal and 34.3% in Morinville while Sherwood Park is a shopping location for this item for 14.3% of households in New Sarepta. Although the data for clothing and shoes are not perfectly comparable between the 1983 and 1988 surveys it is possible to say that local shopping for this item generally increased with a resulting decline of purchases in Edmonton.

Figure 13 Adult Clothing and Shoes

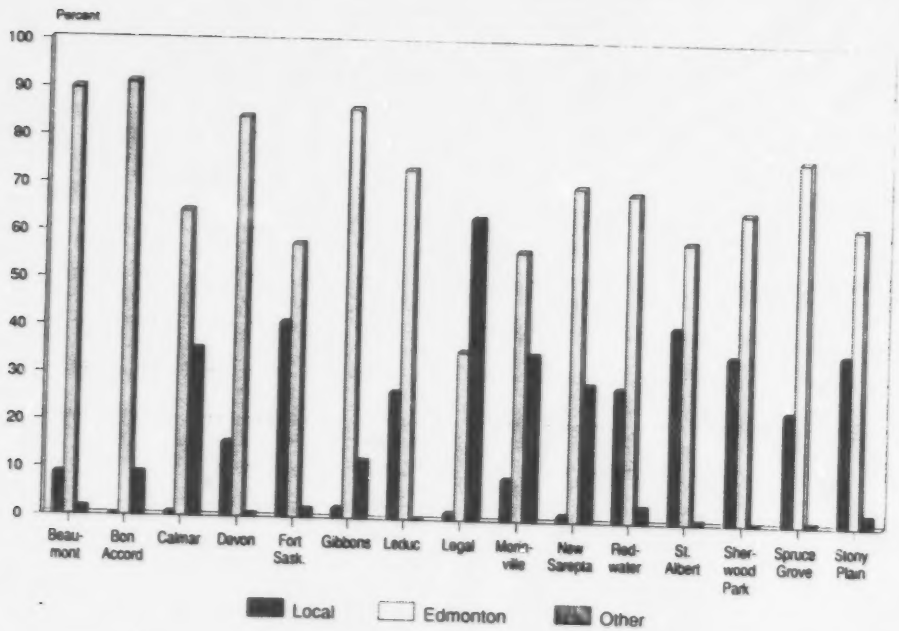


Table 13 Adult Clothing and Shoes

SUPPLYING CENTRES	PLACES OF RESIDENCE														
	BEAU-MONT	BON ACCORD	CALMAR	DEVON	FORT SASKAT-CHEWAN	GIB-BONS	LEDUC	LEGAL	MORIN-VILLE	NEW SAREP-TA	RED-WATER	ST. ALBERT	SHER-WOOD PARK	SPRUCE GROVE	STONY PLAIN
EDMONTON	89.9	91.2	64.3	84.1	57.5	85.9	73.4	35.3	56.5	70.1	63.8	58.8	65.2	76.2	62.2
BEAUMONT	8.7														
BON ACCORD															
CALMAR			.6									.4			
DEVON				15.5											
FORT SASKATCHEWAN		1.3			40.9	12.1					2.7				
GIBBONS						2.0									
LEDUC	.9		34.4	.5			26.6			10.4					
LEGAL								1.4							
MORINVILLE		3.1						4.3	8.7						
NEW SAREPTA										1.3					
REDWATER											28.0				
ST. ALBERT		3.4						52.5	34.3		.5	40.8			
SHERWOOD PARK	.5				.4					14.3			38.9		
SPRUCE GROVE														23.4	2.2
STONY PLAIN															35.5
CAMROSE			.6							1.3				.4	
WESTLOCK								5.0							
CALGARY					.4				.4						
ALL OVER										2.6					
OTHER					.8			1.4							

NOTE: Figures in the table indicate the proportions (percentage) of the households, of those urban centers listed horizontally, that shop for a particular good or service in the "Supplying Centers" listed vertically.

14. Hardware/Home Improvement Products

Information about spatial shopping habits for hardware is summarized in Table 14. As can be seen from the table only Bon Accord is completely dependent for hardware purchases on other centres. Local purchasing of this item is generally strong with the highest proportion recorded for Fort Saskatchewan (85.7% of households) followed by Leduc (80.7%), Redwater (75%) and Stony Plain (74.6%). Leduc is an important supplier of hardware for Calmar (36.9% of households) and New Sarepta (13.7%) while Morinville performs this function for Bon Accord (11.2%) and St. Albert for Legal (21.8%) and Morinville (21%). Compared to the situation in 1983 local purchasing of hardware most significantly increased in Beaumont, Devon, Gibbons and Legal. Opposite changes, however, occurred in some other municipalities, e.g., Calmar, Leduc, Morinville, New Sarepta, St. Albert and Sherwood Park where local hardware purchasing declined.

Figure 14 Hardware / Home Improvement Products

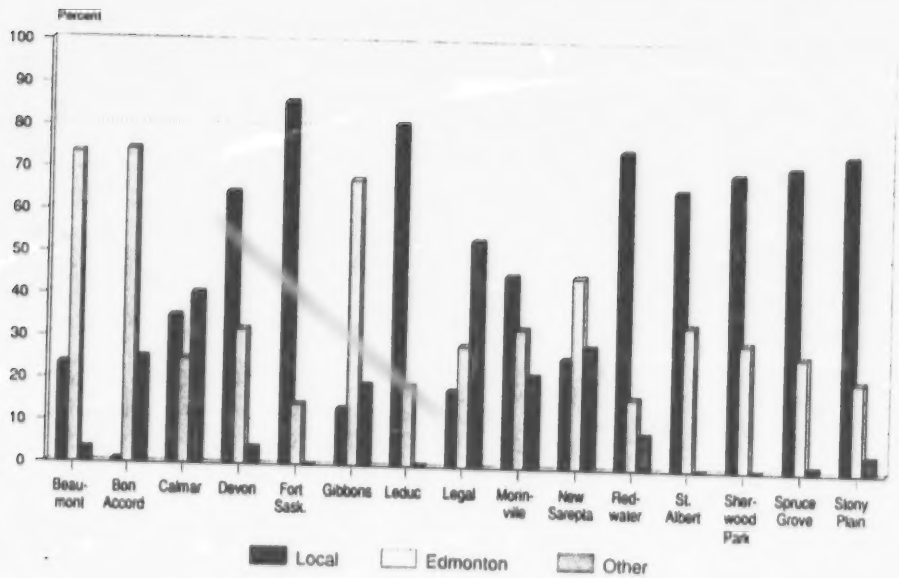


Table 14 Hardware / Home Improvement Products

SUPPLYING CENTRES	PLACES OF RESIDENCE															
	BEAU-MONT	BON ACCORD	CALMAR	DEVON	FORT SASKAT-CHEWAN	GIB-BONS	LEDUC	LEGAL	MORIN-VILLE	NEW SAREP-TA	RED-WATER	ST. ALBERT	SHER-WOOD PARK	SPRUCE GROVE	STONY PLAIN
EDMONTON	73.4	74.3	24.8	31.9	14.3	67.5	18.9	28.6	32.8	45.2	16.8	34.1	30.1	27.1	21.5
BEAUMONT	23.4														
BON ACCORD		.7													
CALMAR			34.9												
DEVON			2.0	64.3											
FORT SASKATCHEWAN		2.0		.5	85.7	18.6					7.6				
GIBBONS		4.8				13.4									
LEDUC	2.8		36.9	3.3			80.7			13.7					
LEGAL								18.0							
MORINVILLE		11.2						27.1	45.4						
NEW SAREPTA									.4	26.0					
REDWATER		.7									75.0				
ST. ALBERT		6.6						21.8	21.0			65.9		.4	
SHERWOOD PARK										8.2			69.9		
SPRUCE GROVE														71.7	3.9
STONY PLAIN														.8	74.6
CAMROSE										6.8					
THORHILD											.5				
WESTLOCK								2.3							
WETASKIWIN			.7				.4								
CALGARY									.4						
ALL OVER			.7												
OTHER	.5					.5		2.3							

NOTE: Figures in the table indicate the proportions (percentage) of the households, of those urban centers listed horizontally, that shop for a particular good or service in the "Supplying Centers" listed vertically.

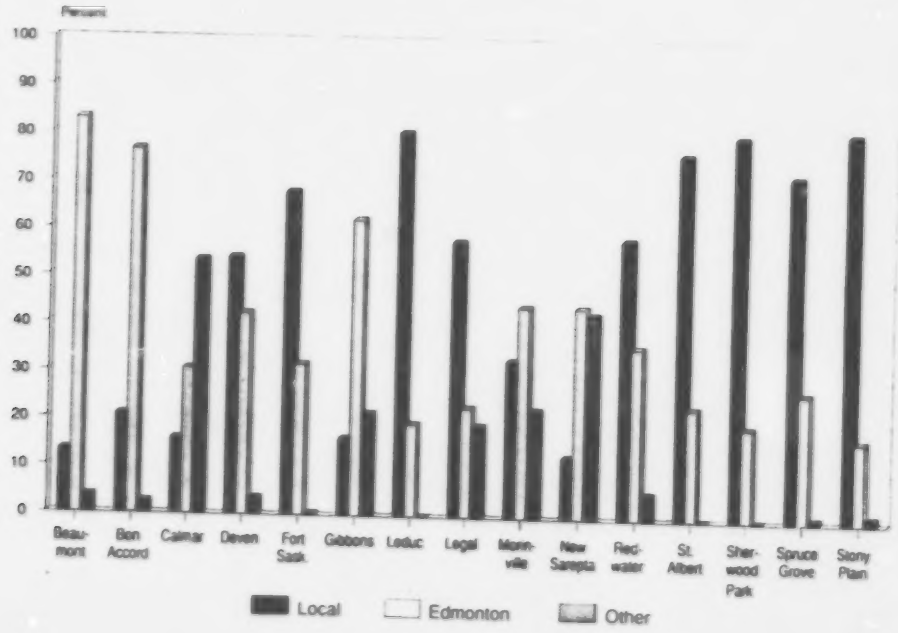
15. Groceries

Groceries used to be a low order good which was bought frequently and in close proximity to the domicile of the purchaser. This situation changed with the appearance and growth of supermarkets and, in particular, with the recent introduction of mega-food stores. As indicated in a recent report[2] about Edmonton mega-stores "the giant food stores have been successful in changing shopping habits of some consumers by attracting them from greater distances to purchase a larger variety and quantity of goods. Some consumers have abandoned the smaller, older, less efficient local neighbourhood food stores, resulting in store closures because of competition with mega-food stores".

The report's finding that a large proportion (23%) of the mega-stores patrons come from outside of Edmonton seems to be supported by the data about grocery shopping patterns displayed in Table 15. It may be noted in the table that for smaller municipalities located within an easy commuting distance from Edmonton, like Beaumont, Bon Accord and Gibbons, the proportion of households shopping for

(continued)

Figure 15 Groceries



[2] Research Paper 22, "Land Use and Market Area Analyses of Mega-food Stores in Edmonton", by Edward Egyedy Corporate Forecasting Group, Long Range Planning Branch, City of Edmonton, May, 1988.

(continued)

groceries in Edmonton is very high (between 68.2% and 83%) and even in more distant centres like Calmar, New Sarepta and Redwater, the proportion is over 30%. The smallest proportion of grocery shopping in Edmonton was recorded for Stony Plain, (17.1%). Stony Plain also has the highest proportion of local grocery shopping amounting to 81.5%, followed by Leduc with 80.6% and Sherwood Park with 80.5%. The fact that a municipality has a small proportion of shopping for groceries in Edmonton does not necessarily mean a high local shopping figure since there are a number of intermediate shopping locations in the Region offering groceries. The most important among them are St. Albert - a convenient location for Morinville and Legal; Leduc for Calmar and New Sarepta; as well as Fort Saskatchewan for Gibbons.

A comparison between 1983 and 1988 indicates a very consistent and significant reorientation of grocery shopping to Edmonton. The proportion of households shopping for groceries in Edmonton increased in this period in all the Commission's urban municipalities except for Legal and significant increases occurred even in larger municipalities with high quality shopping facilities like St. Albert (from 6.1% to 23.4%), Sherwood Park (from 7% to 19.5%), Spruce Grove (from 7.1% to 26.8%), Leduc (from 7.1% to 19.4%) and Fort Saskatchewan (from 17% to 31.7%).

Table 15 Groceries

SUPPLYING CENTRES	PLACES OF RESIDENCE															
	BEAUMONT	BON ACCORD	CALMAR	DEVON	FORT SASKATCHEWAN	GIBBONS	LEDUC	LEGAL	MORINVILLE	NEW SAREPTA	REDWATER	ST. ALBERT	SHERWOOD PARK	SPRUCE GROVE	STONY PLAIN
EDMONTON	83.0	76.6	30.6	42.3	31.7	68.2	19.4	22.9	44.3	44.2	36.0	23.4	19.5	26.8	17.1
BEAUMONT	13.3		.6							1.3					
BON ACCORD		20.9													
CALMAR			15.9												
DEVON				54.1											
FORT SASKATCHEWAN		.6			67.9	14.6					4.8				
GIBBONS						16.2									
LEDUC	3.2		52.2	3.6			80.6			22.1					
LEGAL								57.9							
MORINVILLE								2.9	33.0						.5
NEW SAREPTA										13.0					
REDWATER											58.6				
ST. ALBERT		1.9				1.0		14.3	22.6			76.6		.4	
SHERWOOD PARK	.5				.4					13.0			80.5		
SPRUCE GROVE														72.4	.9
STONY PLAIN														.4	81.5
CAMROSE										3.9					
THORSBY			.6												
THORHILD											.5				
WESTLOCK								2.1							
ALL OVER										2.6					

NOTE: Figures in the table indicate the proportions (percentage) of the households, of those urban centers listed horizontally, that shop for a particular good or service in the "Supplying Centers" listed vertically.

16. Preferred Grocery Stores in Edmonton

In addition to information about where (in which municipality) urban households usually shop for groceries, the 1988 survey also gathered data revealing shoppers' preferences with respect to various supermarket chains located in Edmonton. This information is summarized in Table 16. The table shows those households choosing a particular supermarket chain for their first choice as a percentage of all households who indicated Edmonton as their first or second choice location for grocery shopping.

As shown in the table, Superstore is a dominant attraction to the shoppers from the Edmonton Metropolitan Region. Superstore's proportion of the households who indicated Edmonton as their first or second choice location for grocery shopping ranges between 31.9% in New Sarepta and 79.7% in Spruce Grove. In three municipalities the proportion of Superstore shoppers exceeds 70% and in an additional seven municipalities it is greater than 55%. The percentage for Food for Less ranges between 10.6% (in Sherwood Park and Stony Plain) and 34% (in New Sarepta). The range for Safeway is generally lower but wider. It fluctuates between 2.2% (in Spruce Grove) and 32.9% (in Redwater). The remaining supermarkets recorded only marginal shares of the shoppers coming to Edmonton for groceries. No explainable patterns in the distribution of shoppers between the two mega-stores chains can be detected from the survey data and additional surveying would be necessary in order to reveal the reasons for the differences in their marketing success in Edmonton.

Figure 16 Preferred Grocery Stores in Edmonton

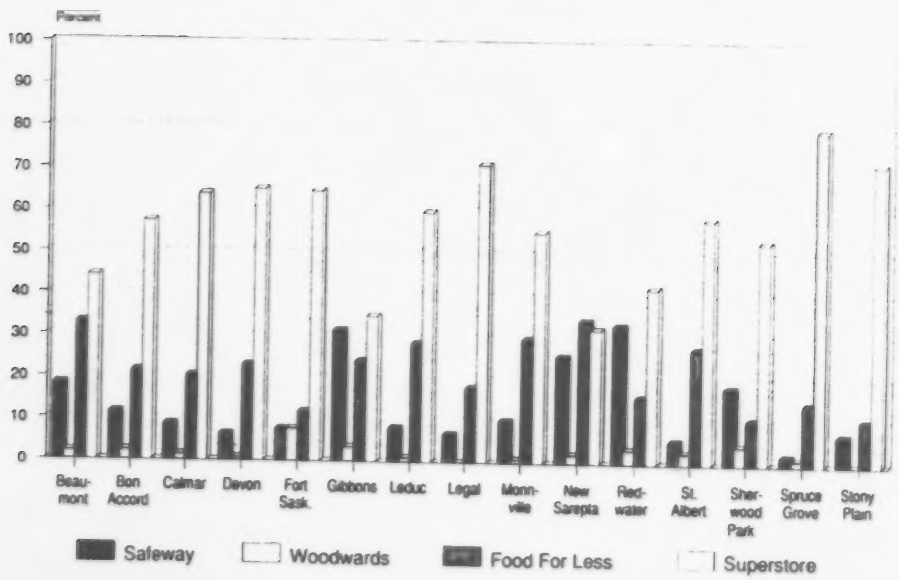


Table 16 Preferred Grocery Stores in Edmonton

SHOPPING LOCATIONS	PLACES OF RESIDENCE														
	BEAU-MONT	BON ACCORD	CALMAR	DEVON	FORT SASKAT-CHEWAN	GIB-BONS	LEDUC	LEGAL	MORIN-VILLE	NEW SAREP-TA	RED-WATER	ST. ALBERT	SHER-WOOD PARK	SPRUCE GROVE	STONY PLAIN
SAFEWAY	18.3	11.5	8.7	6.4	7.7	31.3	8.1	6.7	10.1	25.5	32.9	5.5	18.2	2.2	7.1
CO-OP	1.0	5.3			4.1	2.8			.8	4.3	2.7	1.8	10.6		
IGA	.5	.8	2.9	.7	1.2	3.4		4.4		2.1	2.7	.9		.7	2.4
WOODWARDS	2.0	2.3	1.4	.7	7.7	3.4	1.0		.8	2.1	3.4	2.7	4.5	1.4	
FOOD FOR LESS	33.0	21.4	20.2	22.9	11.8	23.9	28.3	17.8	29.5	34.0	15.8	27.3	10.6	14.5	10.6
SUPERSTORE	44.2	57.3	62.8	65.0	64.5	34.7	59.6	71.1	55.0	31.9	41.8	58.2	53.0	73.7	71.9
OTHER	1.0	1.5	2.9	4.3	3.0	.6	3.0		3.9		.7	3.6	3.0	1.4	8.2

NOTE: The table shows those households choosing a particular supermarket chain for their first choice as a percentage of all households who indicated Edmonton as their first or second choice location for grocery shopping.

17. Car or Truck Service

Servicing of a car or truck is a low order service which is available and extensively used locally in all of the Region's municipalities. As can be seen in Table 17 the largest proportion of households uses this service locally in Fort Saskatchewan (76.6%), Leduc (76.4%) and Redwater (75%). The lowest local usage was recorded in Beaumont (12.6%). Leduc is an important supplier of this service for Beaumont (10.2% of households) and Calmar (37.7%) while St. Albert performs this function for Morinville (17.3%). Edmonton's share of this service generally declined between 1983 and 1988 and presently ranges between 11.9% (in Legal) to 58.3% (in Beaumont). This decline was accompanied by an increased local provision of this service.

Figure 17 Car or Truck Service

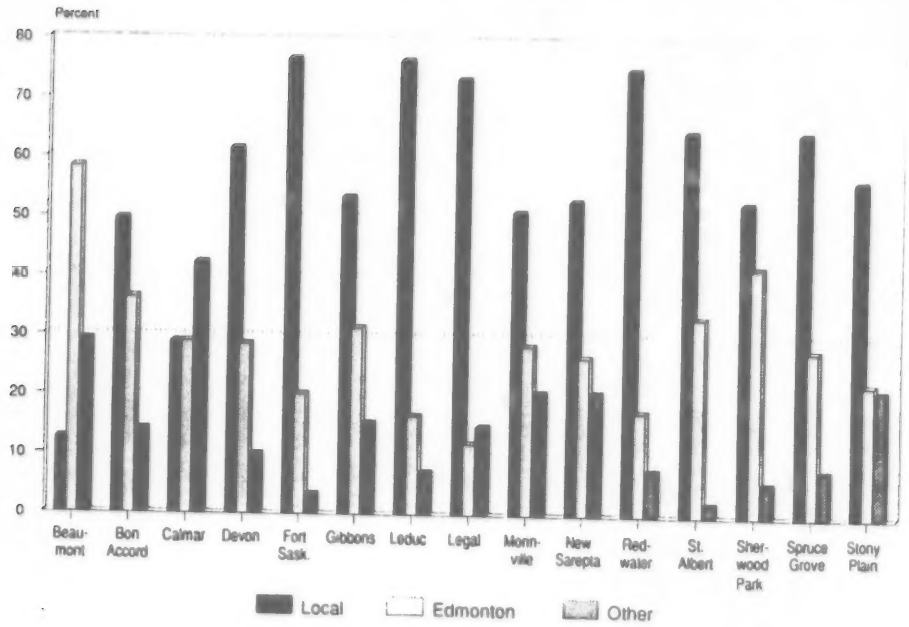


Table 17 Car or Truck Service

SUPPLYING CENTRES	PLACES OF RESIDENCE															
	BEAUMONT	BON ACCORD	CALMAR	DEVON	FORT SASKATCHEWAN	GIBBONS	LEDUC	LEGAL	MORINVILLE	NEW SAREPTA	REDWATER	ST. ALBERT	SHERWOOD PARK	SPRUCE GROVE	STONY PLAIN
EDMONTON	58.3	36.3	28.9	28.5	20.1	31.3	16.5	11.9	28.4	26.5	17.4	13.3	41.8	27.8	22.1
BEAUMONT	12.6										.6				
BON ACCORD		49.6				1.8		1.0							
CALMAR			28.9												
DEVON			2.6	61.5											
FORT SASKATCHEWAN		1.8			76.6	8.6				1.5	3.5				
GIBBONS		.9				53.4		1.0	.8						
LEDUC	10.2		37.7	3.5			76.4		.8	1.5					
LEGAL		.9						73.3	1.9		.6				
MORINVILLE		1.8			.4	1.2		3.0	91.0			.8			
NEW SAREPTA							.4			52.9					
REDWATER		1.8				.6					75.0				
ST. ALBERT		3.5		1.0	.8	.6		6.9	17.3		1.7	64.6	.4	.4	1.1
SHERWOOD PARK	3.4					.6				2.9			52.7		
SPRUCE GROVE	.5			.9								.4		64.5	19.6
STONY PLAIN		.9									.6			3.8	56.5
ARDROSSAN													.8		
CAMROSE										2.9					
LAMONT					.4										
NAMAO		1.8										.4			
NISKU	4.4		.9				1.7			2.9					
THORSBY					.4										
WESTLOCK								3.0				.4			
WETASKIWIN	.5	.9		1.0		.6	2.9			1.5			.4		
AT HOME	7.0		.9	4.0	.8	.6	1.7			5.9	.6		3.8	3.2	
ALL OVER	1.5														
OTHER	1.2				.4	.6	.4		.5	1.5				1	5

NOTE: Figures in the table indicate the proportions (percentage) of the households, of those urban centers listed horizontally, that shop for a particular good or service in the "Supplying Centers" listed vertically.

18. Dry Cleaning and Laundry

Dry cleaning and laundry is a low order service provided commercially in all the Region's municipalities. The proportion of households obtaining this service in Edmonton ranges from 1.4% in Stony Plain to 52.9% in New Sarepta. Local usage ranges between 5.7% in New Sarepta to 97.3% in Stony Plain. Leduc is an important provider of this service for the households in Calmar (63.5%) and New Sarepta (20%) while St. Albert performs this function for Legal (10.3%) and Morinville (12.4%). Sherwood Park serves 17.1% of New Sarepta's households. Changes between 1983 to 1988 involve general increases in the local use of this service in the larger municipalities accompanied by declines in the smaller centres.

Figure 18 Dry Cleaning and Laundry

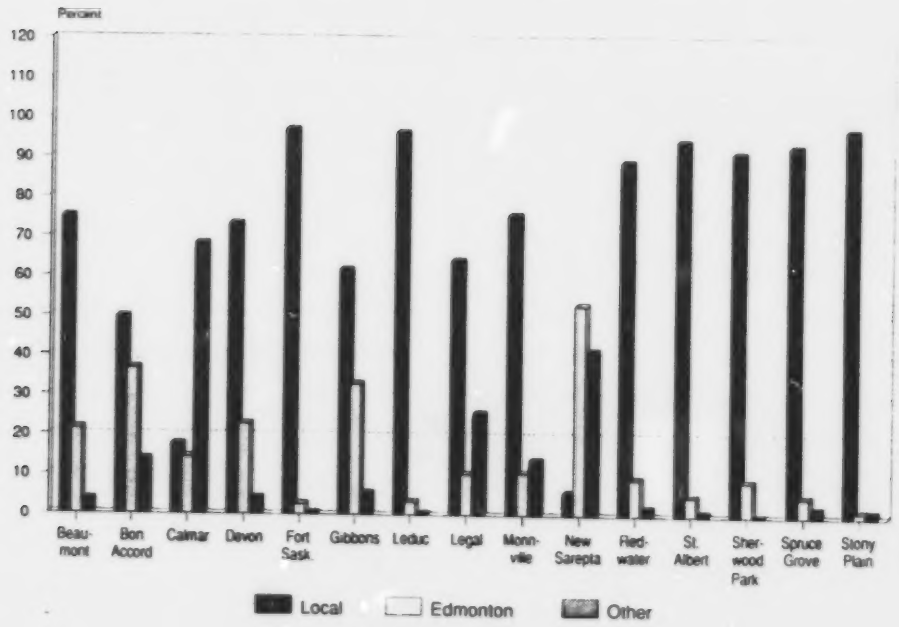


Table 18 Dry Cleaning and Laundry

SUPPLYING CENTRES	PLACES OF RESIDENCE														
	BEAU-MONT	BON ACCORD	CALMAR	DEVON	FORT SASKAT CHEWAN	GIB-BONS	LEDUC	LEGAL	MORIN-VILLE	NEW SAREP-TA	RED-WATER	ST. ALBERT	SHER-WOOD PARK	SPRUCE GROVE	STONY PLAIN
EDMONTON	21.5	36.7	14.3	22.7	2.6	32.9	3.3	10.3	10.6	52.9	9.1	4.8	8.6	4.9	1.4
BEAUMONT	75.0									1.4					
BON ACCORD		49.6						.9							
CALMAR			17.5												
DEVON			4.8	73.2											
FORT SASKATCHEWAN		.7			97.0	5.4					1.2				
GIBBONS		8.6				61.7									
LEDUC	3.0		63.5	3.6			96.3			20.0					
LEGAL							.4	64.1							
MORINVILLE								10.3	75.6			.4			
NEW SAREPTA										5.7					
REDWATER		.7									89.1			.4	
ST. ALBERT		2.9						10.3	12.4			94.4		.4	
SHERWOOD PARK	.5									17.1			91.4		
SPRUCE GROVE														93.1	1.4
STONY PLAIN											.6			1.2	97.3
CAMROSE										1.4					
ELLERSLIE		.7													
SEBA BEACH												.4			
WESTLOCK								4.3							
AT HOME				.5	.4										
ALL OVER										1.4					
OTHER									1.4						

NOTE: Figures in the table indicate the proportions (percentage) of the households, of those urban centers listed horizontally, that shop for a particular good or service in the "Supplying Centers" listed vertically.

19. Barber/Beauty Salon

Information about barber/beauty salon services was collected for the first time in 1988. It is displayed in Table 19. As can be seen in the table local consumption of this service is fairly high, ranging from 45.5% of households in Bon Accord to 89.4% in Leduc. Edmonton's share in the provision of this service is presently between 7.3% of households in Leduc and 42.7% in Beaumont. Barber/beauty salon services are also provided to non-residents by other larger regional municipalities, for example, Leduc to Calmar (31.4% of households) and New Sarepta (12.7%) as well as St. Albert to Legal (6.9%) and Morinville (16.6%).

Figure 19 Barber / Beauty Salon

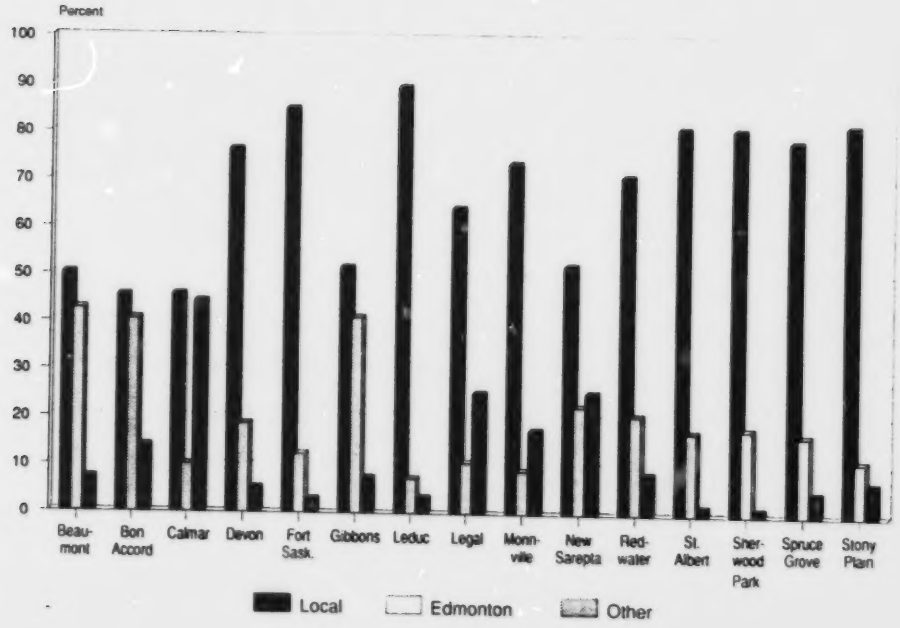


Table 19 Barber / Beauty Salon

SUPPLYING CENTRES	PLACES OF RESIDENCE														
	BEAU-MONT	BON ACCORD	CALMAR	DEVON	FORT SASKAT-CHEWAN	GIB-BONS	LEDUC	LEGAL	MORIN-VILLE	NEW SAREP-TA	PED-WATER	ST ALBERT	SHER-WOOD PARK	SPRUCE GROVE	STONY PLAIN
EDMONTON	42.7	40.6	10.0	18.6	12.3	41.0	7.3	10.7	9.0	22.5	20.7	17.5	17.4	14.7	11.4
BEAUMONT	50.2														
BON ACCORD		45.5				1.1									
CALMAR			45.7	.5											
DEVON	.5		5.4	76.3			.8								
FORT SASKATCHEWAN		.7	1.4		84.8	4.8					3.9		.4		
GIBBONS		4.2				51.6									
LEDUC	2.8		31.4	4.2			89.4			12.7					
LEGAL								64.1							
MORINVILLE		5.6				.5		14.5	73.5					4	
NEW SAREPTA										52.1					
PEDWATER		.7				.5					70.9				
ST. ALBERT		2.8	.7			.5		6.9	16.6		1.1	81.1		1.2	
SHERWOOD PARK	1.4				1.6					4.2			80.9		
SPRUCE GROVE												.4		78.5	6.8
STONY PLAIN											.6			2.9	81.8
CAMROSE										1.4					
ELLERSLIE										1.4		.4			
NAMAO					.4							.4			
NISKU	1.9		.7				.8			2.8					
THORSBY			.7												
THORHILD											1.7				
WESTLOCK	.5							3.1			.6				
RED DEER			.7	.5											
CALGARY	.2				.4				.4						
AT HOME							1.2			1.4			.8		
ALL OVER			.4												
OTHER			.2		.4		.4	.8	.4	1.4	.4	.4		.4	

NOTE: Figures in the table indicate the proportions (percentage) of the households, of those urban centers listed horizontally, that shop for a particular good or service in the "Supplying Centers" listed vertically.

20. Fast Food

Information about the use of fast food outlets was collected in 1988 for the first time to complement the market data dealing with restaurants. As can be seen from a comparison of Tables 20 and 21 fast food represents a lower order service than restaurants as it is locally used by a substantially larger proportion of households (between 8.2% in Legal and 92% in Leduc) than restaurants (between 5.3% in New Sarepta and 70.6% in Redwater). The proportions of households served by fast food outlets in Edmonton range between 5.4% (Stony Plain) and 52.5% (Bon Accord). Beaumont's exceptionally large proportion amounting to 74.9% is substantially higher than this general range. The fast food service for non-residents is also provided by some other larger regional centres. For example, Fort Saskatchewan is patronized for this service by 9.7% of households in Gibbons and 11% in Redwater; Leduc is patronized by 7.7% of households in Beaumont, 45.7% in Calmar, 9.3% in Devon and 16.9% in New Sarepta. St. Albert also provides a substantial portion of this service -- to 65.3% of households in Legal and 43.1% in Morinville.

Figure 20 Fast Food

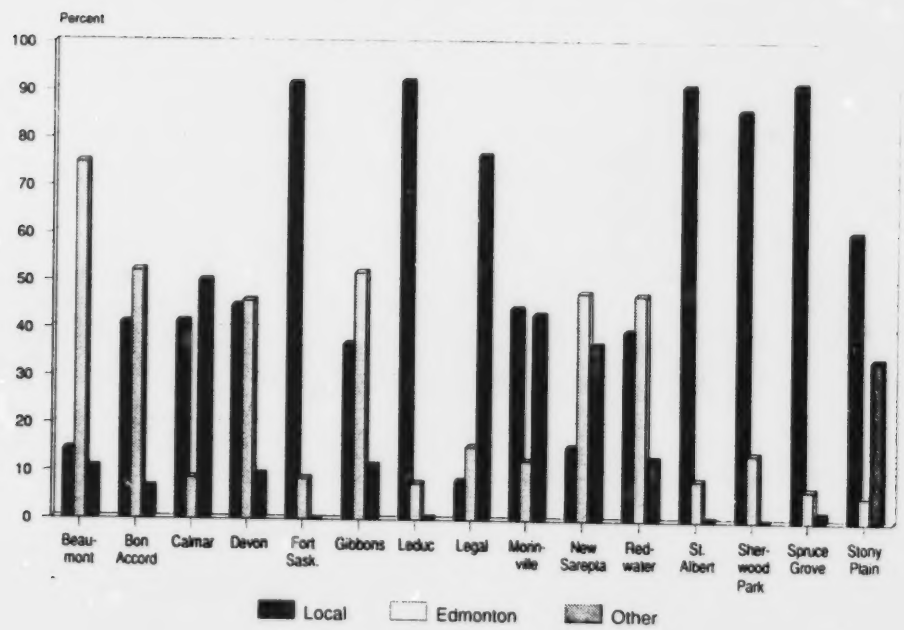


Table 20 Fast Food

SUPPLYING CENTRES	PLACES OF RESIDENCE															
	BEAU-MONT	BON ACCORD	CALMAR	DEVON	FORT SASKATCHEWAN	GIB-BONS	LEDUC	LEGAL	MORIN-VILLE	NEW SAREPTA	RED-WATER	ST. ALBERT	SHER-WOOD PARK	SPRUCE GROVE	STONY PLAIN
EDMONTON	74.9	52.2	8.6	45.9	8.5	51.9	7.6	15.3	12.5	47.7	47.3	8.5	14.0	6.7	5.4
BEAUMONT	14.5									1.5					
BON ACCORD		41.2													
CALMAR			41.4												
DEVON			1.4	44.8											
FORT SASKATCHEWAN			.7		91.5	9.7					11.0				
GIBBONS		1.5				36.8									
LEDUC	7.7		45.7	9.3			92.0			16.9					
LEGAL								8.2							
MORINVILLE		.7						10.2	44.4						
NEW SAREPTA										15.4					
REDWATER						.5					39.7				
ST. ALBERT		4.4						65.3	43.1		1.4	91.1		.4	
SHERWOOD PARK										7.7			86.0		
SPRUCE GROVE			.7											91.6	34.0
STONY PLAIN														.8	60.6
CAMROSE						.5				3.1					
DRAYTON VALLEY														.4	
ELLERSLIE												.4			
SMOKY LAKE											.7				
WESTLOCK								1.0							
ALL OVER	2.9		1.4			.5	.4			7.7					

NOTE: **Figures in the table indicate the proportions (percentage) of the households, of those urban centers listed horizontally, that shop for a particular good or service in the "Supplying Centers" listed vertically.**

21. Restaurant

Information about restaurant services is displayed in Table 21. As shown in the table the proportions of households using Edmonton's restaurants range between 17.7% (Legal) and 67.9% (Gibbons). Restaurant services are also provided to the non-residents by a number of larger regional centres. For example, St. Albert's restaurants are used by the residents of Legal (18.5%) and Morinville (34.7%); Leduc's restaurants are patronized by the residents of Calmar (39.9%) and New Sarepta (18.7%). Local use of restaurants ranges between 5.3% of households in New Sarepta and 70.6% in Redwater. In six municipalities, local restaurants are used by more than 50% of the municipalities' households. The use of Edmonton's restaurants generally declined between 1983 and 1988 as measured by the proportions of the patrons from the outlying municipalities. The only exceptions to this rule were Beaumont, Leduc and Sherwood Park.

Figure 21 Restaurant

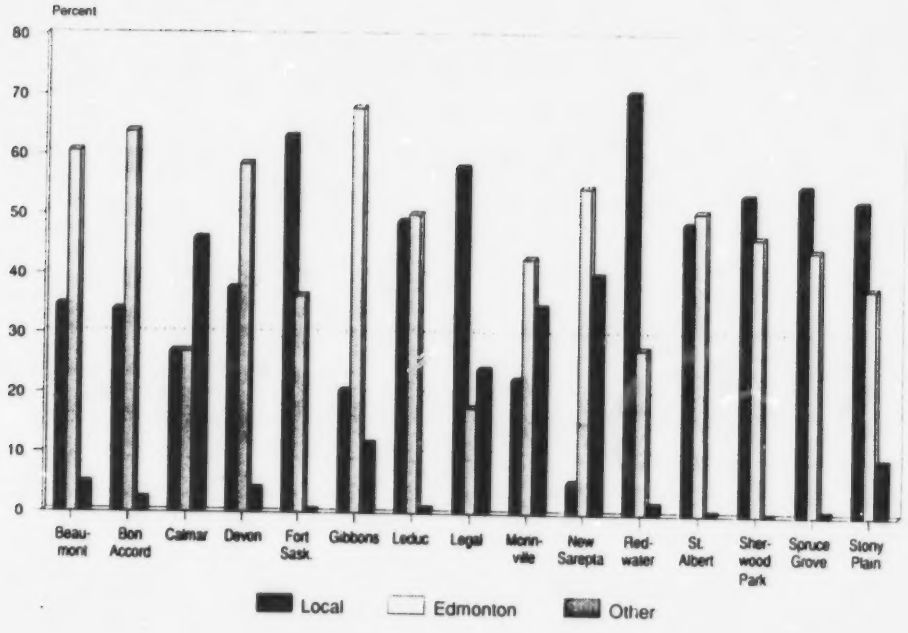


Table 21 Resturant

SUPPLYING CENTRES	PLACES OF RESIDENCE														
	BEAUMONT	BON ACCORD	CALMAR	DEVON	FORT SASKATCHEWAN	GIBBONS	LEDUC	LEGAL	MORINVILLE	NEW SAREPTA	REDWATER	ST. ALBERT	SHERWOOD PARK	SPRUCE GROVE	STONY PLAIN
EDMONTON	60.6	63.9	27.0	58.5	36.4	67.9	50.2	17.7	42.8	54.7	27.7	50.9	46.5	44.4	38.2
BEAUMONT	34.7									2.7					
BON ACCORD		34.0				2.6									
CALMAR			27.0												
DEVON			3.4	37.6											
FORT SASKATCHEWAN					63.2	8.4					1.7				
GIBBONS		.7				20.5									
LEDUC	3.3		39.9	3.4			49.0			18.7					
LEGAL								58.1							
MORINVILLE								1.6	22.5						
NEW SAREPTA										5.3					
REDWATER						.5					70.6				
ST. ALBERT		1.4						18.5	34.7			48.8		4	
SHERWOOD PARK					.4					13.3			53.5		
SPRUCE GROVE														55.1	9.3
STONY PLAIN								.8							52.6
CAMROSE										1.3					
EGREMONT												.4			
WESTLOCK								3.2							
ALL OVER	1.4		2.7	.5			.8			2.7					
OTHER										1.3					

NOTE: Figures in the table indicate the proportions (percentage) of the households, of those urban centers listed horizontally, that shop for a particular good or service in the "Supplying Centers" listed vertically.

22. Post Office

The Post Office provides a low order service which is used predominantly locally. As indicated in Table 22 local post offices are used by between 92.7% (St. Albert) and 99.5% (Devon, Redwater) of local households. The non-resident use of the post office is generally marginal except for Edmonton which serves 6.9% of St. Albert's residents and 5.4% of Sherwood Park residents.

Figure 22 Post Office

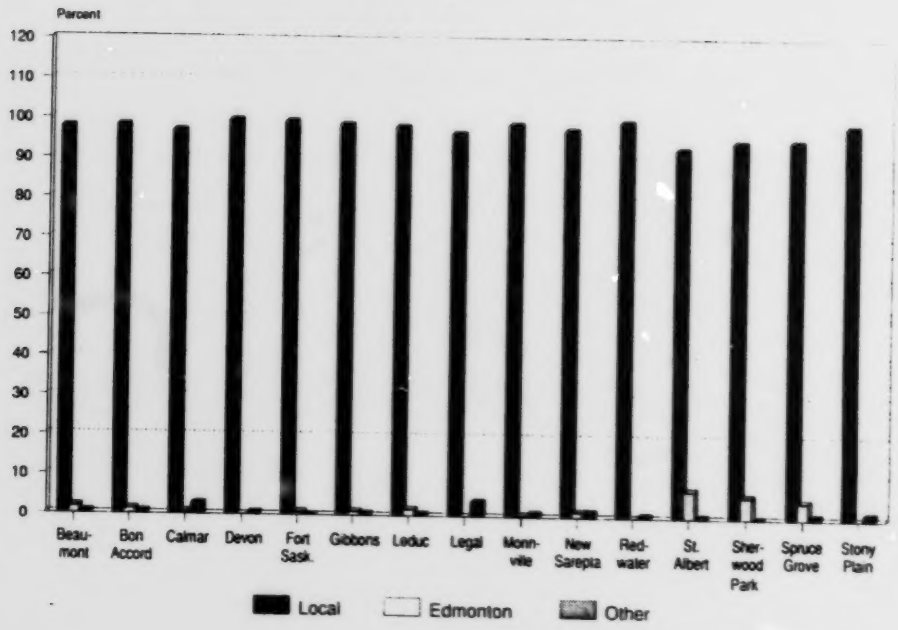


Table 22 Post Office

SUPPLYING CENTRES	PLACES OF RESIDENCE														
	BEAU-MONT	BON ACCORD	CALMAR	DEVON	FORT SASKATCHEWAN	GIB-BONS	LEDUC	LEGAL	MORIN-VILLE	NEW SAREP-TA	RED-WATER	ST. ALBERT	SHER-WOOD PARK	SPRUCE GROVE	STONY PLAIN
EDMONTON	1.9	1.3	.6		.8	1.0	1.6		.4	1.3		6.9	5.4	4.3	
BEAUMONT	97.7														
BON ACCORD		98.1						.7							
CALMAR	.5		96.8												
DEVON			.6	99.5											
FORT SASKATCHEWAN			1.3		99.2	.5					.5				
GIBBONS						98.5									
LEDUC			.6	.5			98.0								
LEGAL								96.4							
MORINVILLE									98.7						
NEW SAREPTA										97.4		.4			
REDWATER											99.5			.4	
ST. ALBERT		.6							.9			92.7			
SHERWOOD PARK										1.3			94.6		
SPRUCE GROVE														94.9	.9
STONY PLAIN														.4	98.7
CARVEL															.4
NISKU							.4	2.9							

NOTE: Figures in the table indicate the proportions (percentage) of the households, of those urban centers listed horizontally, that shop for a particular good or service in the "Supplying Centers" listed vertically.

23. Banking

As can be seen in Table 23 banking services are available in all the regional municipalities except for New Sarepta. Local banks are generally used by more than 60% of households and in some municipalities (Leduc, Fort Saskatchewan and Redwater) it is over 95%. The only exception to this rule is Bon Accord whose residents use banks in a number of locations with a local use limited to only 24.1% of its residents. The use of Edmonton's banks varies widely from 0.5% in Redwater to over 40% in Bon Accord and New Sarepta. In the period between 1983 and 1988 the use of local banking services in the majority of municipalities increased. Five municipalities, however, recorded marginal declines.

Figure 23 Banking

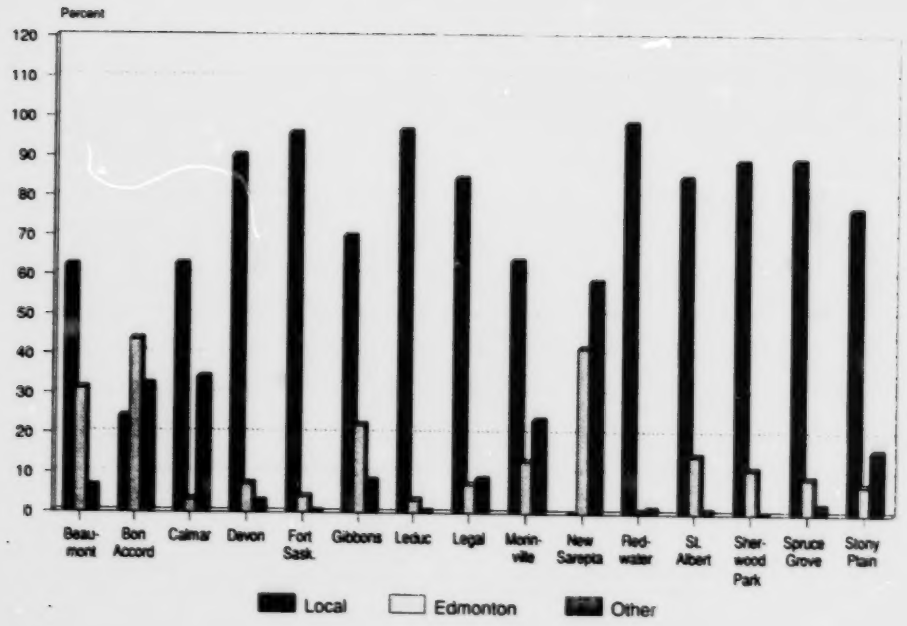


Table 23 Banking

SUPPLYING CENTRES	PLACES OF RESIDENCE														
	BEAU-MONT	BON ACCORD	CALMAR	DEVON	FORT SASKATCHEWAN	GIB-BONS	LEDUC	LEGAL	MORIN-VILLE	NEW SAREP-TA	RED-WATER	ST. ALBERT	SHEP-WOOD PARK	SPRUCE GROVE	STONY PLAIN
EDMONTON	31.2	43.7	3.2	7.2	4.0	22.1	3.2	7.1	13.0	41.6	.5	14.6	11.2	8.9	7.3
BEAUMONT	62.4		.6				.4			5.2					
BON ACCORD		24.1				.5									
CALMAR			62.8												
DEVON			3.8	90.1								.4			
FORT SASKATCHEWAN		1.9	.6		95.7	7.5					.5				
GIBBONS		21.5				69.8					.5				
LEDUC	4.6		27.6	2.3			96.4			27.3					
LEGAL		.6						84.3							
MORINVILLE		1.3						2.9	63.6						
REDWATER		1.9			.4						98.4				
ST. ALBERT		4.4						3.6	23.4			84.7		.4	
SHERWOOD PARK	1.8									20.8			88.8	.4	
SPRUCE GROVE		.6												89.1	15.9
STONY PLAIN				.5										.8	76.8
CAMROSE										3.9					
ELLERSLIE												.4			
HAY LAKES										1.3					
ONOWAY														.4	
THORSBY			.6												
WESTLOCK								2.1							
ALL OVER			.6												

NOTE: Figures in the table indicate the proportions (percentage) of the households, of those urban centers listed horizontally, that shop for a particular good or service in the "Supplying Centers" listed vertically.

24. Lawyer

Services of a lawyer are presently unavailable in only three regional municipalities - Bon Accord, New Sarepta and Calmar. The local use of lawyer services ranges between 23.8% of households in Beaumont to as high as 75% in Fort Saskatchewan. Edmonton's lawyers are commonly used by between 22.5% (Leduc) and 65.6% (Beaumont) of households of the Region's municipalities. It is quite common for some of the larger municipalities of the Region also to provide lawyer services to the nearby smaller centres. This is particularly true of Leduc where lawyers serve 58.1% of the residents of Calmar, 12.1% of Devon and 22.7% of New Sarepta. A large proportion of Bon Accord's residents (25.3%) uses lawyer services in Gibbons and the residents of Legal (11.4%) and Morinville (15.2%) use this service in St. Albert. In the period between 1983 and 1988 the use of local lawyer services increased in nearly all the regional municipalities. The use of Edmonton's lawyers correspondingly declined.

Figure 24 Lawyer

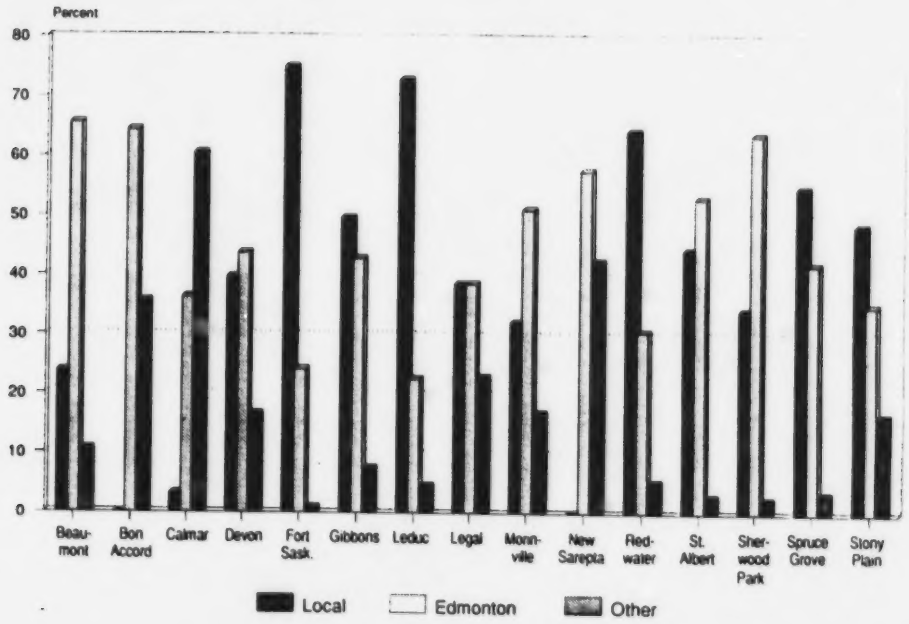


Table 24 Lawyer

SUPPLYING CENTRES	PLACES OF RESIDENCE															
	BEAU-MONT	B.N ALTORD	ALMAR	DEVON	FORT SASKAT-CHEWAN	GIB-BONS	LEDUC	LEGAL	MORIN-VILLE	NEW SAREP-TA	RED-WATER	ST ALBERT	SHER-WOOD PARK	SPRUCE GROVE	STONY PLAIN
EDMONTON	95.6	64.4	36.3	43.7	24.1	42.8	22.5	38.6	51.1	57.6	30.5	52.9	62.6	41.9	29.2
BEAUMONT	22.8														
CALMAR			3.2												
DEVON				39.7											
FORT SASKATCHEWAN		4.1	.8		75.0	6.9					1.3	.9	.9		
GIBBONS		25.3			.5	49.7		.9			1.9				
LEDUC	7.4		58.1	12.1			72.9			22.7					
LEGAL		.7						38.6							
MORINVILLE		2.1						7.9	32.1			.5			
REDWATER					.5						64.3				
ST. ALBERT		2.1				.6		11.4	15.2			44.3			
SHERWOOD PARK	1.6	.7					.4			10.6	.6		34.1	.5	
SPRUCE GROVE			9	.6			.4		.5			.9		54.8	15.5
STONY PLAIN														1.4	88.5
CAMROSE							.4			7.6			.5		.5
CARVEL														1.0	
ELLERSLIE												.5			
NISKU	.5			1.1											
SMOKY LAKE											.6				.5
TOFIELD										1.5					
WESTLOCK							.4	2.6	.5						
WETASKIWIN	.5		.8	1.7			1.3								
RED DEER		.7					.4		.5				.5		
CALGARY	.5						.4						.5	.5	
OTHER				1.1			.8				.9				

NOTE: **Figures in the table indicate the proportions (percentage) of the households, of those urban centers listed horizontally, that shop for a particular good or service in the "Supplying Centers" listed vertically.**

25. Insurance

Insurance is a lower order service available in all the regional municipalities. As indicated in Table 25 its local use ranges in the Region between 9.3% and 73.4% of households, with the greatest use recorded in Fort Saskatchewan and Leduc, 73.4% and 68% of households, respectively. Leduc is an important supplier of insurance services for Calmar (34% of households) and New Sarepta (24%) while St. Albert performs this function for Morinville (8.3%). Gibbons provides insurance services to 9.6% of Bon Accord's households and Morinville to 39.6% of households in Legal. Edmonton's insurance agencies are patronized by between 12.2% (Legal) and 55.3% (Beaumont) of households. Between 1983 and 1988 local use of insurance generally increased among the Region's municipalities except in Leduc, Legal and St. Albert.

Figure 25 Insurance

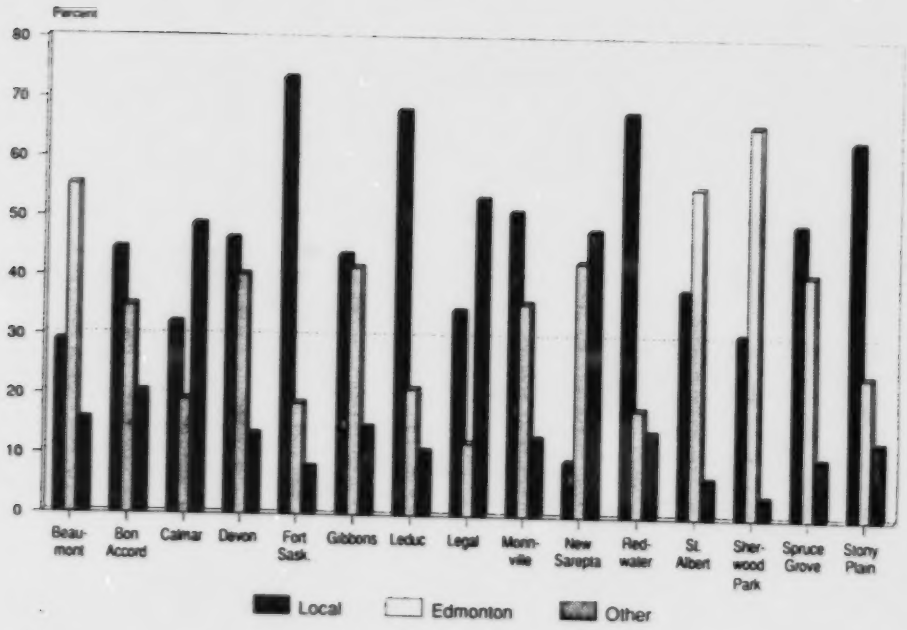


Table 25 Insurance

SUPPLYING CENTRES	PLACES OF RESIDENCE															
	BEAU-MONT	BON ACCORD	CALMAR	DEVON	FORT SASKAT-CHEWAN	GIB-BONS	LEDUC	LEGAL	MORIN-VILLE	NEW SAREP-TA	RED-WATER	ST. ALBERT	SHER-WOOD PARK	SPRUCE GROVE	STONY PLAIN
EDMONTON	55.2	35.0	19.2	40.3	18.7	41.6	21.2	12.2	35.8	42.7	18.0	55.4	45.8	43.8	22.9
BEAUMONT	29.0				.4		.8			4.0					
BON ACCORD		44.6													
CALMAR			32.1	.9											
DEVON	.5		3.9	46.3			.4		.4						
FORT SASKATCHEWAN	.5		1.9		73.4	10.2				1.3	3.3		.4		
GIBBONS		9.6				43.7					1.1				
LEDUC	5.5		34.0	7.9			68.0		.4	24.0			.4	4	
LEGAL		.6						34.5							
MORINVILLE		2.5						39.6	51.1		.5	.8			.4
NEW SAREPTA										9.3					
REDWATER						1.0		.7			67.8				.4
ST. ALBERT	.5	1.9		.5	.4	1.5		1.4	8.3		.5	30.1		.8	
SHERWOOD PARK	2.8				1.6		1.2		.4	4.0			30.7		
SPRUCE GROVE				.5				.7				.4		49.2	4.0
STONY PLAIN		.6						.7						4.4	63.3
CAMROSE	.5	.6					.4			4.0				.4	.4
WAY LAKES										9.3					
LAMONT					1.2						.5	.4	.4		
HILLET					.4		2.0								
ONOWAY									.9					.8	1.8
THORSBY	.5		3.2				.4								
THORNILD		1.3						.7			3.3				
WESTLOCK			.6				.4	5.0	1.7						
WETASKIWIN				.5	.9		.8		.4		.5		.4		.4
RED DEER			.6				.8								4
CALGARY	9	1.9	1.3	.9	.8	.5	2.0		.4			1.9	.4	.8	2.2
OTHER	4.1	1.3	3.2	2.3	2.4	1.5	1.6	4.3		1.3	4.4	3.1	1.6	2.4	2.7

NOTE: Figures in the table indicate the proportions (percentage) of the households, of those urban centers listed horizontally, that shop for a particular good or service in the "Supplying Centers" listed vertically.

26. Medical Doctor

Information about the use of medical doctor services is displayed in Table 26. As can be seen from the table medical doctor services are presently offered in all the Region's municipalities except for New Sarepta. Local use of this service is rather high. In six municipalities over 70% of households usually obtain medical services locally and in the remaining centres local usage is generally over 30% except for Bon Accord with only 4.4% The use of medical services in Edmonton ranges between 9.1% of households (Fort Saskatchewan) and 52% of households (New Sarepta). Some larger regional municipalities also provide medical services to non-residents. For example, Fort Saskatchewan to Gibbons (28.9%), Leduc to Calmar (17.3%) and New Sarepta (20%); and St. Albert to Bon Accord (28.3%), Legal (44.3%) and Morinville. (32.5%).

Between 1983 and 1988 the local provision of medical services generally increased except for Bon Accord, Leduc, Morinville, St. Albert and Stony Plain. At the same time the degree to which Edmonton doctors' services are used by the residents of the Commission's municipalities generally declined except for Calmar, Devon, Leduc and Redwater.

Figure 26 Medical Doctor

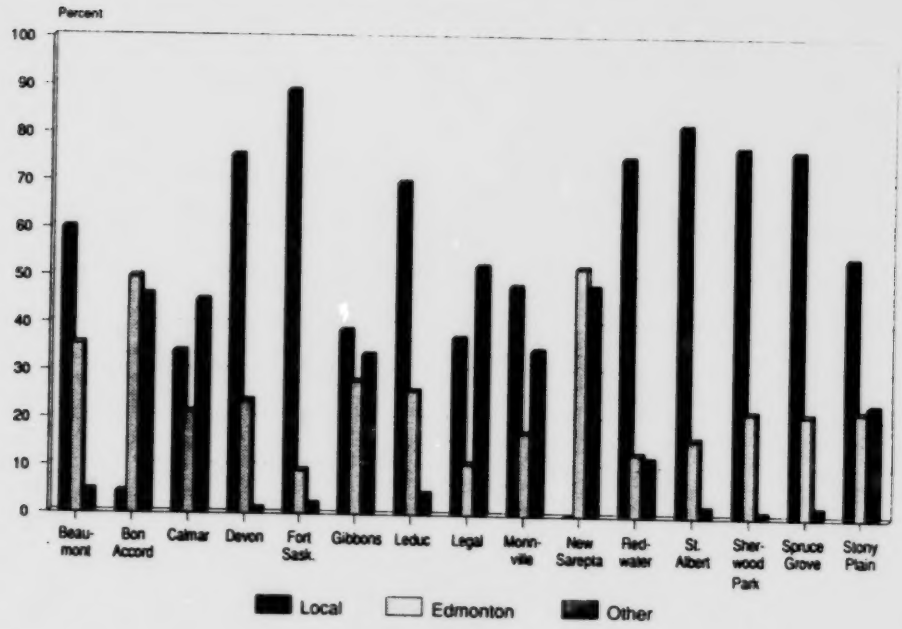


Table 26 Medical Doctor

SUPPLYING CENTRES	PLACES OF RESIDENCE															
	BEAU-MONT	BON ACCORD	CALMAR	DEVON	FORT SASKATCHEWAN	GIB-BONS	LEDUC	LEGAL	MORIN-VILLE	NEW SAREP-TA	RED-WATER	ST. ALBERT	SHER-WOOD PARK	SPRUCE GROVE	STONY PLAIN
EDMONTON	39.5	49.7	21.2	23.7	9.1	27.9	25.9	10.7	17.3	52.0	13.0	16.2	21.9	21.5	21.2
BEAUMONT	59.9						.4			2.7					
BON ACCORD		4.4													
CALMAR	.5		34.0												
DEVON			26.9	75.3			1.6								
FORT SASKATCHEWAN		3.8			88.9	28.9			.4		7.6	.4	.4		
GIBBONS		6.3				38.6									
LEDUC	.9		17.3	.9			69.7			20.0					
LEGAL								37.1							
MORINVILLE		5.7				1.0		3.6	48.1						
NEW SAREPTA												.4			
REDWATER		.6									75.1		.4		
ST. ALBERT		28.3				2.5		44.3	32.5		2.7	81.9		.4	
SHERWOOD PARK	2.8				.8	1.0	.4			21.3			77.3		
SPRUCE GROVE								.7						76.6	23.1
STONY PLAIN		.6												1.6	54.3
CAMROSE			.6				.4			2.7					
LAMONT					1.2										
NAMAO									.9			.4			
RADWAY											1.6				
THORHILD		.6													
TOFIELD										1.3					
WESTLOCK							.4	3.6							.4
WETASKIWIN							.8								
WASKATENAU												4			
RED DEER							.4								
CALGARY	.5														
OTHER									.9			4			

NOTE: **Figures in the table indicate the proportions (percentage) of the households, of those urban centers listed horizontally, that shop for a particular good or service in the "Supplying Centers" listed vertically.**

27. Dentist

Dentist services are distributed and generally used in the Region in a similar fashion to medical services. As can be seen in Table 27 services of a dentist are available in all the Region's municipalities except for Bon Accord, Calmar and New Sarepta. Local use of these services ranges between 44.2% of households (in Stony Plain) and 87.8% (in Fort Saskatchewan). The degree to which Edmonton's dentists are used by the Commission's municipalities ranges between 11% (in Fort Saskatchewan) and 52.9% (in New Sarepta).

In addition to Edmonton, some of the Region's larger municipalities also provide dentist services to non-residents: for example, Sherwood Park to New Sarepta (17.1%), Fort Saskatchewan to Gibbons (14.7%) and Redwater (27.0%); Leduc to Calmar (65.8%), Devon (16.3%) and New Sarepta (15.7%); St. Albert to Legal (46.4%) and Morinville (23.5%); and Spruce Grove to Stony Plain (27.0%).

In the five year period between 1983 and 1988 the use of local dental services generally increased among the Region's municipalities except for a slight decline recorded for St. Albert. The increase in the local use was accompanied by a decline in the use of Edmonton's dentists.

Figure 27 Dentist

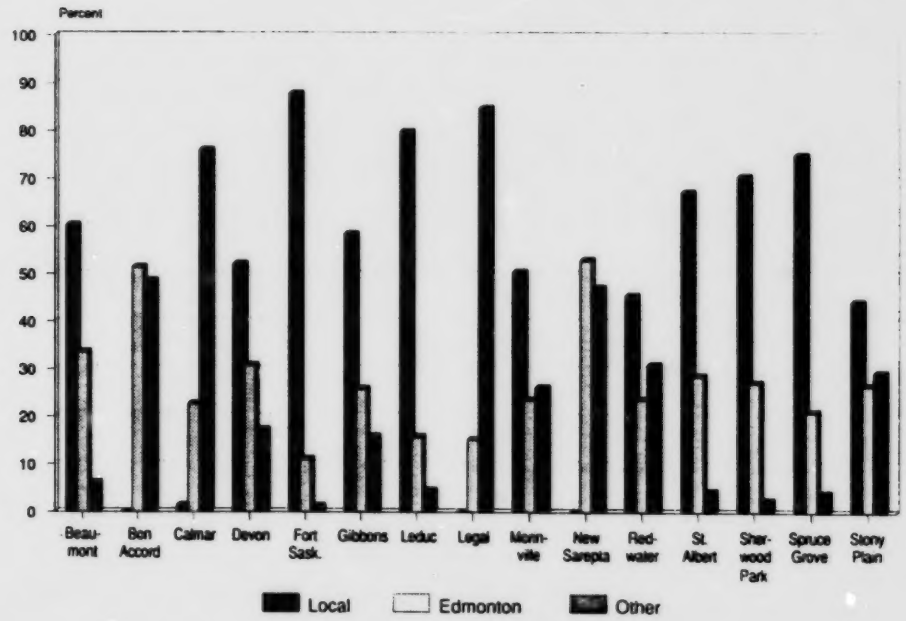


Table 27 Dentist

SUPPLYING CENTRES	PLACES OF RESIDENCE															
	BEAU-MONT	BON ACCORD	CALMAR	DEVON	FORT SASKATCHEWAN	GIB-BONS	LEDUC	LEGAL	MORIN-VILLE	NEW SAREP-TA	PED-WATER	ST. ALBERT	SHER-WOOD PARK	SPRUCE GROVE	STONY PLAIN
EDMONTON	33.6	51.4	22.6	30.7	11.0	25.8	15.7	15.2	23.5	52.9	23.6	28.5	27.1	21.3	26.5
BEAUMONT	60.3		1.4				.4			5.7					
CALMAR			1.4												
DEVON			8.2	52.1			.8								
FORT SASKATCHEWAN		9.5			87.8	14.7				1.4	27.0	.4	.8		
GIBBONS		27.0				58.4		.8							.5
LEDUC	3.7		65.8	16.3			79.8			15.7		.4			
MORINVILLE		6.1			.4			28.0	50.4						
REDWATER		2.0						3.2			45.5				
ST. ALBERT	.5	3.4	.7					46.4	23.5		1.1	67.2		.4	.5
SHERWOOD PARK	1.4				.8	.5	.4		.4	17.1		.4	70.5		.5
SPRUCE GROVE		.7		.9										75.0	27.0
STONY PLAIN												.4		2.8	44.2
CAMROSE							.4			5.7			.8		
EGREMONT												.4			
ELLERSLIE												.4			
NAMAO									.9			.4			
ONOWAY															.9
SMOKY LAKE											.6				
TOFIELD										1.4					
WESTLOCK								6.4	.4		1.7	.8			
WETASKIWIN							1.2								
RED DEER							.4						.4	.4	
CALGARY	.5						.4		.4		.6				
OTHER						.5	.4		.4			.8	.4	.4	

NOTE: Figures in the table indicate the proportions (percentage) of the households, of those urban centers listed horizontally, that shop for a particular good or service in the "Supplying Centers" listed vertically.

28. Optometrist

Information about the distribution and use of optometrist services was collected in 1988 for the first time. It is summarized in Table 28. As can be seen from the table, services of an optometrist are available only in larger municipalities. Their availability is marginal in Beaumont, Morinville and Stony Plain and is completely lacking in Bon Accord, Calmar, Legal and New Sarepta. Local use of optometrist services ranges between 3.4% (Morinville) and 77.5% (Fort Saskatchewan). The use of Edmonton's optometrists ranges between 17.7% (Fort Saskatchewan) and 85.1% (Beaumont). Services to non-residents are obtained not only in Edmonton but also in some of the Region's larger municipalities. For example, Fort Saskatchewan provides optometrist services to Gibbons (23.3%) and Redwater (18.2%); Leduc to Calmar (58.5%) and New Sarepta (11.4%); St. Albert to Legal (54.9%) and Morinville (49.5%); Sherwood Park to New Sarepta (22.9%); and Spruce Grove to Stony Plain (45.3%).

Figure 28 Optometrist

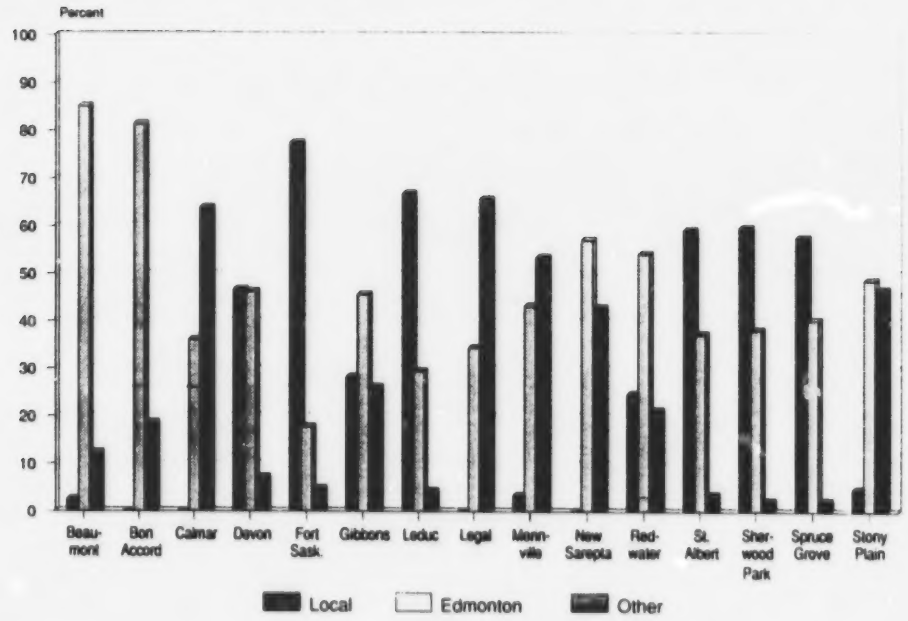


Table 28 Optometrisrt

SUPPLYING CENTRES	PLACES OF RESIDENCE														
	BEAU-MONT	BON ACCORD	CALMAR	DEVON	FORT SASKAT-CHEWAN	GIB-BONS	LEDUC	LEGAL	MORIN-VILLE	NEW SAPEP-TA	RED-WATEP	ST. ALBEPT	SHER-WOOD PARK	SPRUCE GROVE	STONY PLAIN
EDMONTON	85.1	81.4	36.1	46.2	17.7	45.6	29.4	34.4	43.2	57.1	54.1	37.3	38.1	40.2	48.0
BEAUMONT	2.6														
CALMAR	.5														
DEVON			3.4	46.7			.9								
FORT SASKATCHEWAN		3.4	.7		77.5	23.3			1.0		18.2	1.3	1.3		
GIBBONS		6.9				28.3			.5		.6				
LEDUC	6.7		58.5	5.1			66.8			11.4					.5
MORINVILLE									3.4			.4			
REDWATER											24.7				
ST. ALBERT		6.9				1.7		58.9	49.5		1.8	59.2		.9	.9
SHERWOOD PARK	4.6				3.9	.6	.4			22.9			59.7	.4	
SPRUCE GROVE		.7	.7	.5										57.6	45.3
STONY PLAIN														.4	4.7
BARRHEAD												.4			
CAMROSE							.4			8.6					
ELLERSLIE												.4			
NAMAO									1.0						
WESTLOCK								9.8	1.5		.6				
WETASKIWIN				.5			1.7								
RED DEER		.7	.7										.4		
CALGARY	.5				.9										
OTHER				1.0		.6	.4	.8				.9	.4	.4	

NOTE: Figures in the table indicate the proportions (percentage) of the households, of those urban centers listed horisontally, that shop for a particular good or service in the "Supplying Centers" listed vertically.

29. Hospital

Information about hospital services is displayed in Table 29. As shown in the table hospital services are provided by seven municipalities in the Region. The largest provider is Edmonton which supplies between 13.8% (Legal) and 99.6% of households (Sherwood Park) of the Region's municipalities. Devon serves 57% of Calmar's residents; Fort Saskatchewan serves Gibbons (31.3%) and Redwater (5.9%); Leduc serves Calmar (20.8%) and New Sarepta (19.5%); Redwater serves Gibbons (15.4%); St. Albert serves Bon Accord (44.9%), Legal (82.6%) and Morinville (71.3%); and Stony Plain serves Spruce Grove (10%). Marginal amounts of hospital services are provided for the Region's residents by Camrose (3.9% in New Sarepta) and Westlock (3.6% in Legal).

Between 1983 and 1988 the proportions of households using Edmonton's hospitals declined in the majority of the Region's municipalities. This development was accompanied by an increased use of smaller hospitals in the regional centres.

Figure 29 Hospital

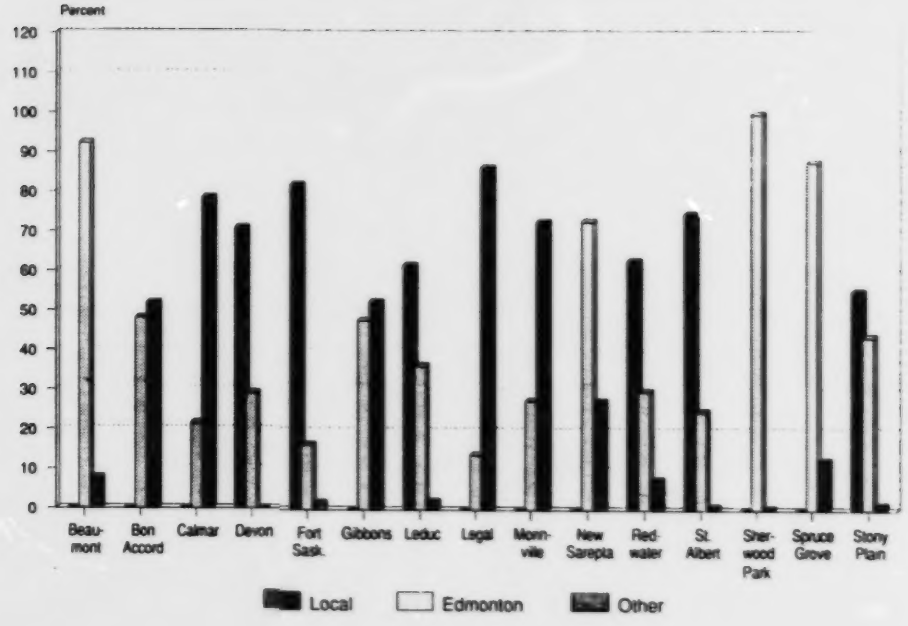


Table 29 Hospital

LOCATIONS	PLACES OF RESIDENCE														
	BEAU-MONT	EON ACCORD	CALNAR	DEVON	FORT SASKAT-CHEWAN	GIB-BONS	LEDUC	LEGAL	MORIN-VILLE	NEW SAREP-TA	RED-WATER	ST. ALBERT	SHER-WOOD PARK	SPRUCE GROVE	STONY PLAIN
EDMONTON	92.3	48.1	21.5	29.1	16.3	47.7	36.3	13.8	27.4	72.7	29.7	24.7	99.6	87.5	43.6
DEVON			57.0	70.9			1.2								
FORT SASKATCHEWAN		5.1			82.0	31.3			.4	2.6	5.9				
LEDUC	6.7		20.8				61.6			19.5					
REDWATER		1.3				15.4					62.7				
ST. ALBERT	.5	44.9			.4	4.6		82.6	71.3		1.1	74.5		.4	
STONY PLAIN		.6												10.0	55.1
WAMPOLE							.8			3.9					
WESTLOCK								3.6							
RED DEER			.7												4
OTHER	.5				1.2	1.0			.9	1.3	.5	.3	4	2.1	9

NOTE: Figures in the table indicate the proportions (percentage) of the households, of those urban centers listed horizontally, that shop for a particular good or service in the "Supplying Centers" listed vertically.

30. Veterinarian

Information about the distribution and use of veterinarian services is displayed in Table 30. As can be seen in the table four municipalities (Bon Accord, Calmar, Legal and New Sarepta) do not have regular services of a veterinarian. Local use of veterinarian services is rather high among the Region's municipalities ranging between 50% in Redwater and 97.1% in Leduc. The use of Edmonton's veterinarians ranges between 1.2% in Leduc and 23.2% in Bon Accord. Veterinarian services to non-residents are obtained not only in Edmonton but also in some of the Region's other municipalities. For example, Fort Saskatchewan provides veterinarian services to Gibbons (23%) and Redwater (23.4%); Gibbons to Bon Accord (21.1%); Leduc to Beaumont (16.5%), Calmar (83.5%), Devon (14.6%) and New Sarepta (41.3%); Morinville to Bon Accord (33.7%) and Legal (51%); St. Albert to Legal (14.3%); Sherwood Park to New Sarepta (19.6%); and Spruce Grove to Stony Plain (25%).

There have been only very small changes in the local use of veterinarian services between 1983 and 1988. Approximately half of the Region's municipalities registered slight increases in the local use while the other half recorded slight decreases.

Figure 30 Veterinarian

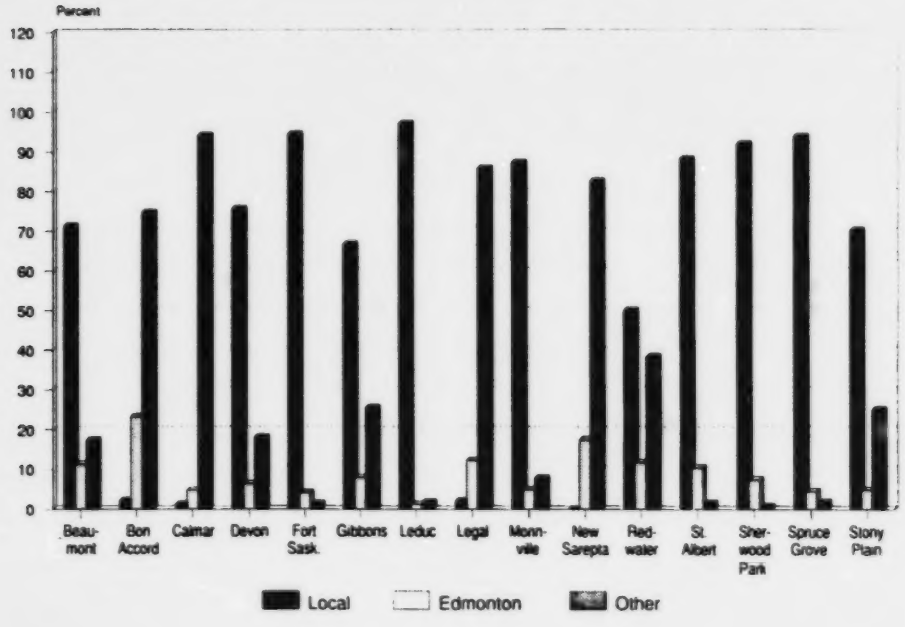


Table 30 Veterinarian

SUPPLYING CENTRES	PLACES OF RESIDENCE															
	BEAU-MONT	BON ACCORD	CALMAR	DEVON	FORT SASKAT-CHEWAN	GIB-BONS	LEDUC	LEGAL	MORIN-VILLE	NEW SAREP-TA	RED-WATER	ST. ALBERT	SHER-WOOD PARK	SPRUCE GROVE	STONY PLAIN
EDMONTON	11.3	23.2	4.7	6.2	4.1	7.9	1.2	12.2	4.9	17.4	11.7	13.4	7.4	4.5	4.9
BEAUMONT	71.4						.6			15.2					
BON ACCORD		2.1													
CALMAR			1.2												
DEVON			4.7	75.7			.6								
FORT SASKATCHEWAN		9.5			94.5	23.0					23.4				
GIBBONS		21.1				66.7		2.0			5.3				
LEDUC	16.5		83.5	14.6			97.1			41.3					
LEGAL								2.0							
MORINVILLE		33.7			.7	.8		51.0	87.3		2.1				
REDWATER											50.0				
ST. ALBERT		5.3						14.3	7.0			88.1		.6	
SHERWOOD PARK	.8				.7					19.6			91.9		
SPRUCE GROVE		2.1		2.1			.6	2.0				.7		93.8	25.0
STONY PLAIN														1.1	70.2
ARDROSSAN													.7		
CAMROSE										6.5					
EGREMONT												.7			
NAMAO		3.2				.8									
THORSBY			5.9	.7											
THORHILD						.8					7.4				
WESTLOCK								16.3							
CALGARY									.7						
OTHER				.7											

NOTE: Figures in the table indicate the proportions (percentage) of the households, of those urban centers listed horizontally, that shop for a particular good or service in the "Supplying Centers" listed vertically.

31. Library

Information about the use of library services is displayed in Table 31. It may be noted in the table that all the Region's municipalities have their own library which is extensively used. The use of Edmonton's libraries ranges between 2.1% (Fort Saskatchewan) and 19.1% (Beaumont). Local use ranges much higher. It is generally above 70% (except for Legal with 49.1%) and in eight municipalities it exceeds 90%. In the period between 1983 and 1988 the local use of libraries increased in all the municipalities except for Sherwood Park.

Figure 31 Library

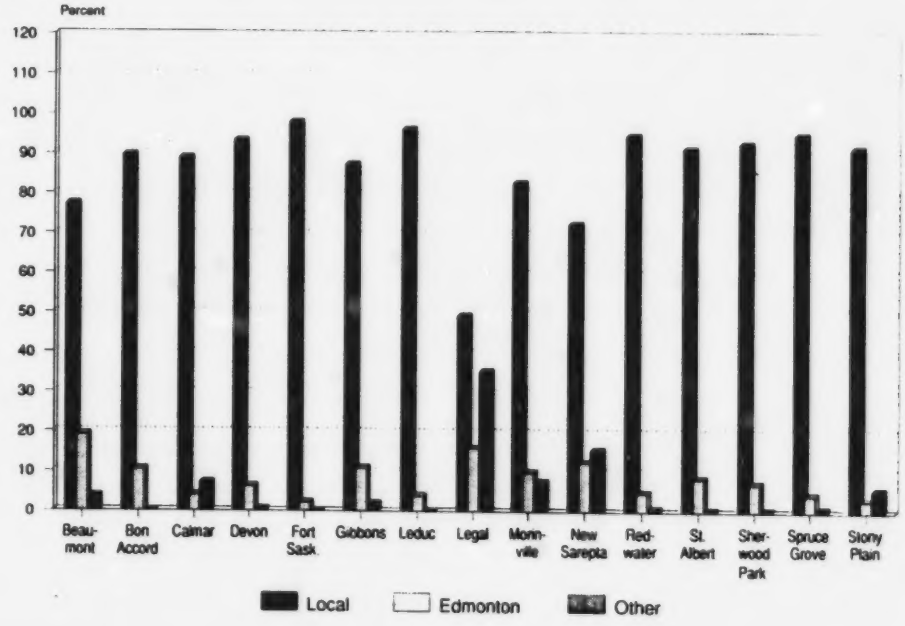


Table 31 Library

SUPPLYING CENTRES	PLACES OF RESIDENCE														
	BEAUMONT	BON ACCORD	CALMAR	DEVON	FORT SASKATCHEWAN	GIBBONS	LEDUC	LEGAL	MORINVILLE	NEW SAREPTA	REDWATER	ST. ALBERT	SHERWOOD PARK	SPRUCE GROVE	STONY PLAIN
EDMONTON	19.1	10.4	4.0	6.2	2.1	10.8	3.9	15.8	9.8	12.3	4.7	9.3	7.0	4.3	3.3
BEAUMONT	77.3														
BON ACCORD		69.6						3.5							
CALMAR	.5		88.9												
DEVON				93.3											
FORT SASKATCHEWAN			.8		97.9	1.8							.4		
GIBBONS						87.3									
LEDUC	2.6		6.3	.5			96.1			6.2					
LEGAL								69.1							
MORINVILLE								7.0	82.7						
NEW SAREPTA										72.3					
REDWATER											94.6				
ST. ALBERT								19.3	7.5			91.3		.4	
SHERWOOD PARK										9.2			92.6		
SPRUCE GROVE														94.9	4.8
STONY PLAIN														.4	91.5
DUFFIELD															.6
ELLERSLIE												.4			
THORHILD											.7				
WESTLOCK								5.3							
ALL OVER	.5														

NOTE: Figures in the table indicate the proportions (percentage) of the households, of those urban centers listed horizontally, that shop for a particular good or service in the "Supplying Centers" listed vertically.

32. Swimming Pool

Information about the use of swimming pools is displayed in Table 32. As can be seen in the table half the municipalities do not have a local swimming pool and their residents have to go elsewhere to obtain this service. The most frequent destination for these users is Edmonton. Beaumont's residents are the most frequent users (67.7%) of Edmonton's swimming pools, followed by Bon Accord (33.3%), New Sarepta (23.5%) and Gibbons (22.3%). Local swimming pools are used by high proportions of local residents ranging between 63.3% in Stony Plain and 97.2% in Fort Saskatchewan.

Swimming pool services to non-residents are obtained not only in Edmonton but also in some other larger municipalities. For example, Fort Saskatchewan provides this service to the residents of Bon Accord (55.2%), Gibbons (74.1%) and Redwater (25.9%); Leduc provides this service to Beaumont (28%), Calmar (83.3%) and New Sarepta (58.8%); St. Albert to Legal (82.8%) and Morinville (80.6%); Sherwood Park to New Sarepta (13.7%); and Spruce Grove to Stony Plain (32.3%). Among the eight municipalities with their own swimming pools local usage increased between 1983 and 1988 for one half of them and declined for the other. Similar changes occurred with respect to the use of Edmonton's swimming pools by the residents of the Region's municipalities.

Figure 32 Swimming Pool

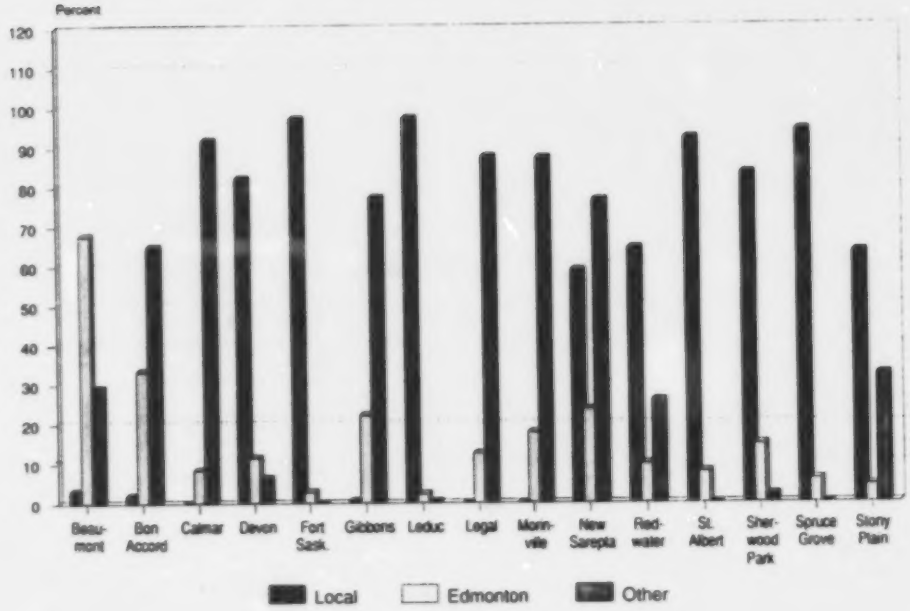


Table 32 Swimming Pool

SUPPLYING CENTRES	PLACES OF RESIDENCE															
	BEAU-MONT	BON ACCORD	CALMAR	DEVON	FORT SASKATCHEWAN	GIB-BONS	LEDUC	LEGAL	MORIN-VILLE	NEW SAREP-TA	RED-WATER	ST. ALBERT	SHER-WOOD PARK	SPRUCE GROVE	STONY PLAIN
EDMONTON	87.7	33.3	8.3	11.5	2.8	22.3	2.3	12.5	17.6	23.5	9.8	7.9	14.6	5.9	4.4
BEAUMONT	3.2														
BON ACCORD		1.9													
DEVON			8.3	82.2											
FORT SASKATCHEWAN		55.2			97.2	74.1					25.9		1.4		
GIBBONS						.6									
LEDUC	28.0		83.3	6.3			97.3			50.8					
REDWATER		1.0				2.4					64.3				
ST. ALBERT		7.6				.6		82.8	80.6			92.1			
SHERWOOD PARK	.5									13.7			83.3		
SPRUCE GROVE		1.0												94.1	32.3
STONY PLAIN															63.3
CAMROSE										3.9					
NANAO									1.0						
NISKU	.5														
WESTLOCK								3.1							
WETASKIWIN								1.6							
AT HOME													.5		
ALL OVER							.5								
OTHER									.5						

NOTE: Figures in the table indicate the proportions (percentage) of the households, of those urban Centers listed horizontally, that shop for a particular good or service in the "Supplying Centers" listed vertically.

33. Ice Arena

Information about the use of ice arenas is displayed in Table 33. As can be seen in the table all the municipalities of the Region have ice arenas. The local use of this service is generally very high and ranges between 86% (Morinville) and 99% (Leduc). Edmonton's ice arenas are used only marginally by the residents of the Region. The highest use was recorded for Sherwood Park (12.4%) and Beaumont (10.1%).

The changes in the use of ice arenas between 1983 and 1988 include slight increases in local use in approximately half the municipalities accompanied by slight local use declines in the other half.

Figure 33 Ice Arena

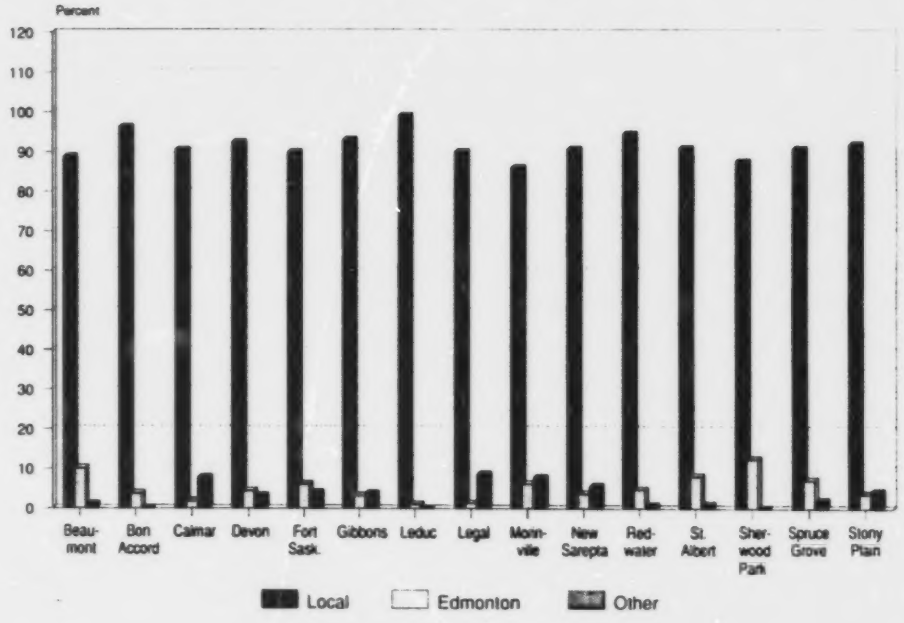


Table 33 Ice Arena

SUPPLYING CENTRES	PLACES OF RESIDENCE															
	BEAU-MONT	BON ACCORD	CALMAR	DEVON	FORT SASKAT-CHEWAN	GIB-BONS	LEDUC	LEGAL	MORIN-VILLE	NEW SAREP-TA	RED-WATER	ST. ALBERT	SHER-WOOD PARK	SPRUCE GROVE	STONY PLAIN
EDMONTON	10.1	3.8	1.8	4.4	6.1	3.2	1.0	1.3	6.2	3.7	4.7	8.1	12.4	7.2	3.7
BEAUMONT	88.8				.5										
BON ACCORD		96.2						2.5						.5	
CALMAR			90.4	1.3											
DEVON			.9	92.4											
FORT SASKATCHEWAN			1.8		89.9	1.9									
GIBBONS					.5	93.0									
LEDUC	1.1		5.3	1.3			99.0			1.9					
LEGAL								90.0							
MORINVILLE								1.3	86.0						
NEW SAREPTA										90.7					
REDWATER						.6					94.5	.5			
ST. ALBERT								1.3	6.7			90.9			
SHERWOOD PARK					1.0					3.7			87.6		
SPRUCE GROVE				.6								.5		90.8	2.2
STONY PLAIN														1.4	91.9
DUFFIELD															.7
NAMAO									.5						
NISKU								1.3							
THORHILD								1.3							
WABAMUN															.7
WESTLOCK								1.3							
ALL OVER						1.3									.7
OTHER					2.0				.5		.8				

NOTE: Figures in the table indicate the proportions (percentage) of the households, of those urban centers listed horizontally, that shop for a particular good or service in the "Supplying Centers" listed vertically.

34. Car or Truck Purchase

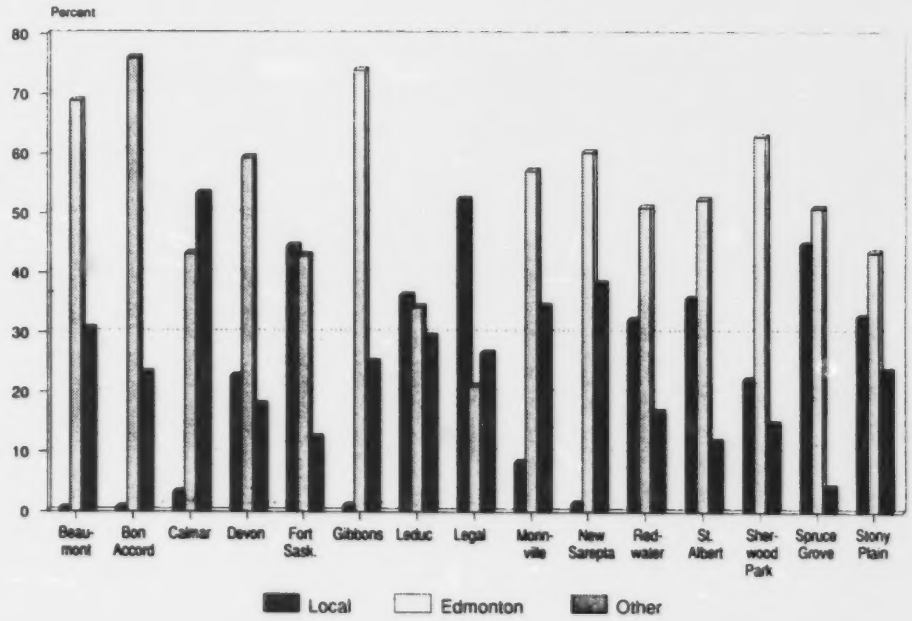
Cars and trucks are high order goods which are bought relatively infrequently. When shopping for them people are willing to travel long distances and usually visit several dealerships and review a number of alternatives before they decide to buy. Information about the shopping habits of the Region's residents regarding these goods is displayed in Table 34. As can be seen from the table, out of the fifteen municipalities under review ten have their own car dealerships. The degree to which the residents of these centres buy cars and trucks locally is, however, relatively low. It ranges between 8.3% of households in Morinville to 52.4% in Legal.

The City of Edmonton is the most frequently used location for a car or truck purchase. According to the survey data between 21% (Legal) and 76.1% of households (Bon Accord) indicated that Edmonton would be the first location they would visit if they were to buy a car or truck. Another significant location for the Region's residents is the City of Westaskiwin. Although located beyond the study area, Wetaskiwin attracts purchasers from all the Region's municipalities, with proportions of households ranging between 1% (in Stony Plain) and 24.1% (in Leduc).

Among the Region's municipalities which are most important locations for car purchases are Leduc, supplying 15% of households in Beaumont and 27.3% in Calmar, as well as St. Albert, supplying 14.5% of households in Legal and 20.1% in Morinville.

(continued)

Figure 34 Car or Truck Purchase



(continued)

Compared to the situation described by the 1983 survey the residents of the majority of municipalities (ten out of fifteen) are now less inclined to buy cars in Edmonton than they were in 1983. The proportions of the residents who are inclined to buy their cars locally increased in one half of the municipalities with car dealerships (Fort Saskatchewan, Legal, Redwater, St. Albert and Sherwood Park) but declined in the other half (Devon, Leduc, Morinville, Spruce Grove and Stony Plain).

Table 34 Car or Truck Purchase

SUPPLYING CENTRES	PLACES OF RESIDENCE														
	BEAU-MONT	BON ACCORD	CALMAR	DEVON	FORT SASKATCHEWAN	GIB-BONS	LEDUC	LEGAL	MORIN-VILLE	NEW SAREP-TA	RED-WATER	ST. ALBERT	SHER-WOOD PARK	SPRUCE GROVE	STONY PLAIN
EDMONTON	68.9	76.1	43.3	59.4	43.0	74.0	34.3	21.0	57.2	60.3	51.1	52.4	93.0	51.0	43.0
BEAUMONT	.5														
BON ACCORD		.7													
CALMAR			3.3												
DEVON	1.0	.7	1.3	22.7								.4			
FORT SASKATCHEWAN		7.7	1.3		44.6	11.5			1.3		5.0	.4	.8		
GIBBONS						1.0									
LEDUC	15.0		27.3	5.8	.4		36.3		.4	5.5		.4	.8		
LEGAL		2.1			.4	.5		52.4	4.8		.6				
MORINVILLE		1.8			.8	1.0			8.3			2.8	.4		
NEW SAREPTA										1.4					
REDWATER		.7			.4	3.6			.4		32.2				
ST. ALBERT		5.6		1.0	1.2	3.1		14.5	20.1		1.1	35.8			1.0
SHERWOOD PARK	.5				.8	.5							22.2		
SPRUCE GROVE				1.9				.8				1.2	.8	44.9	18.3
STONY PLAIN														.8	32.7
CAMROSE			.7	.5			.8			11.0			.8		
LAMONT					1.2	.5					.6				
SMOKY LAKE											1.1				
THORSBY				.5	.4										
THORHILD							.4		.4		2.9				
WESTLOCK					.4			7.3	1.3		.6	.4	.4		.5
WETASKIWIN	11.7	2.8	19.0	6.3	2.4	2.6	24.1	1.6	1.7	13.7	1.1	3.9	7.0	2.0	1.3
RED DEER			.7				.4						.4		
CALGARY	1.0						.8		.4			.4	.4		
ALL OVER	.5		2.7	1.4			2.0			4.1					.8
OTHER	1.0	2.1	1.3	.5	4.0	1.6	.8	2.4	3.9	4.1	2.8	2.0	3.1	1.2	2.9

NOTE: Figures in the table indicate the proportions (percentage) of the households, of those urban centers listed horizontally, that shop for a particular good or service in the "Supplying Centers" listed vertically.

35. Preferred Shopping Centres in Edmonton

The 1983 survey collected shopping habits data which were specific to each municipality. In the 1988 survey these data were supplemented with information about shoppers' preferences with respect to particular supermarkets (as described earlier) and particular shopping centres in Edmonton. This latter information is displayed in Table 35. It may be noted in the table that there are only two shopping centres, namely West Edmonton Mall and Kingsway Mall, which are preferred by some percentage of households from all of the Region's municipalities. West Edmonton Mall is patronized most by the municipalities in the western portion of the study area - 74.3% of households in Spruce Grove, 66.8% in Stony Plain and 51.8% in Devon. Strong preferences for West Edmonton Mall were also recorded in St. Albert (43.8% of households) and in Morinville (36.8%). The lowest proportions of households were registered in New Sarepta (2.6%) and Beaumont (3.7%).

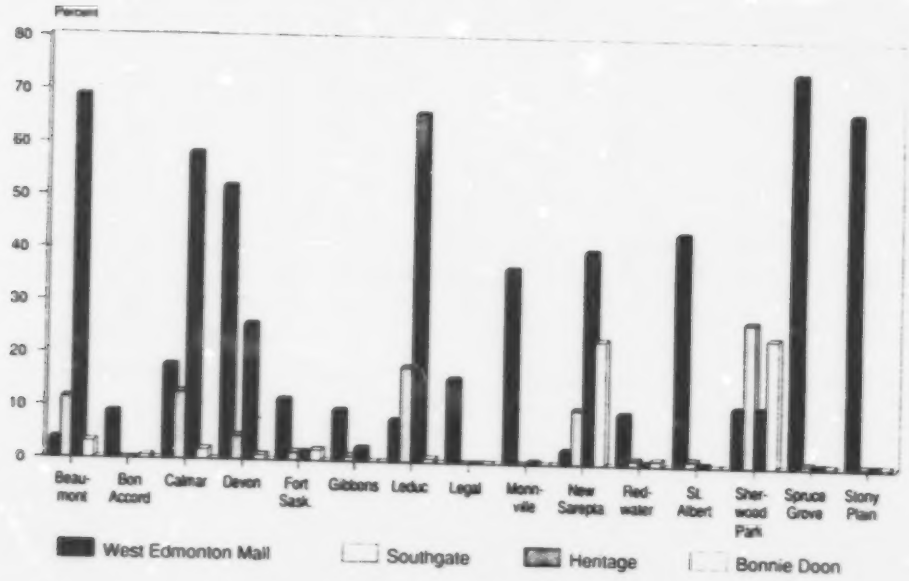
Kingsway Mall is preferred mainly by the residents in the northern half of the Region - 23.7% of households in Legal, 19.5% in Morinville, 19.4% in Redwater, 18.8% in St. Albert, 17.3% in Gibbons, 15.7% in Bon Accord and 11.9% in Fort Saskatchewan.

Southgate is used mainly by the residents of Sherwood Park (27.2%), Leduc (17.9%), Calmar (12.7%), Beaumont (11.5%) and New Sarepta (10.4%). It is not patronized at all or only marginally by the municipalities north of Edmonton.

Heritage Mall is even more oriented to the southern portion of the Region than Southgate with most of the patrons coming from Beaumont (68.8%), Leduc (65.9%), Calmar (58%), New Sarepta (40.3%) and Devon (25.7%).

(continued)

Figure 35a Preferred Shopping Centres in Edmonton



(continued)

Londonderry Mall is a preferred shopping location mainly for households residing in the municipalities north of Edmonton - 50.3% in Gibbons, 49.5% in Redwater, 47.4% in Fort Saskatchewan and 19.5% in Bon Accord.

Northwood-Northtown Mall has a very similar composition of patrons as Londonderry -- 52.8% from Bon Accord, 17.3% from Legal, 13.7% from Gibbons and 13.4% from Redwater.

Westmount Mall is oriented towards the northwest portion of the Region with 18.7% of households in Legal, 14.7% in Morinville and 13.8% in St. Albert.

Bonnie Doon is Sherwood Park's favoured shopping centre with 24.1% of Sherwood Park residents preferring it most. It also receives 23.4% of New Sarepta's households.

The Downtown area is most preferred by the residents of Sherwood Park (10.7%), Fort Saskatchewan (7.9%) and St. Albert (6.2%). The remaining shopping centres -- Capilano Mall, Meadowlark and Centennial Mall -- are only of marginal importance for the residents of the Region beyond the City of Edmonton.

Figure 35b Preferred Shopping Centres in Edmonton

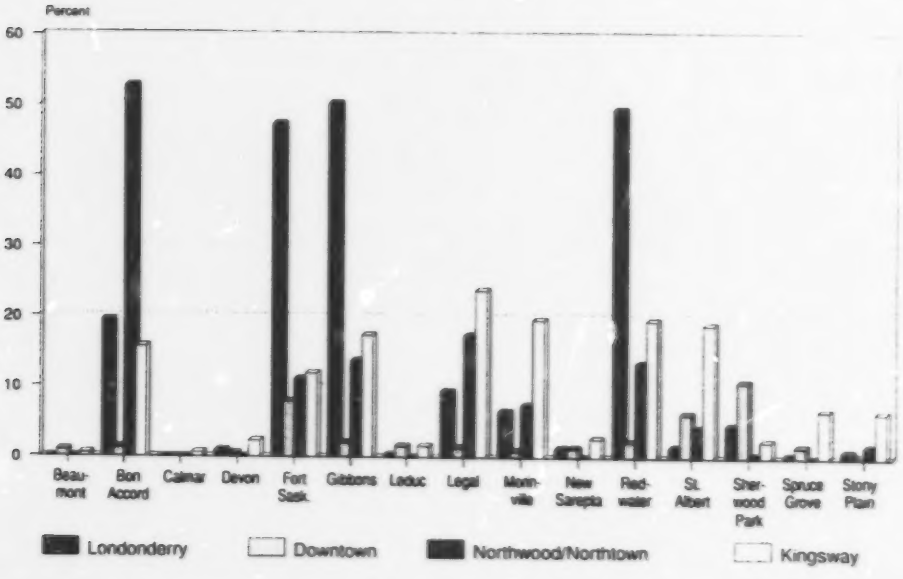


Table 35 Preferred Shopping Centres in Edmonton

SHOPPING LOCATIONS	PLACES OF RESIDENCE														
	BEAU-MONT	BON ACCORD	CALMAR	DEVON	FORT SASKAT-CHEWAN	GIB-BONS	LEDUC	LEGAL	MORIN-VILLE	NEW SAREP-TA	RED-WATER	ST. ALBERT	SHER-WOOD PARK	SPRUCE GROVE	STONY PLAIN
WEST EDMONTON MALL	3.7	8.8	17.8	51.8	11.5	9.6	7.9	15.8	36.8	2.6	9.7	43.8	11.1	74.3	66.8
SOUTHGATE	11.5		12.7	4.5	1.6	1.0	17.9			10.4	1.1	1.2	27.2	.9	.4
HERITAGE	68.8		58.0	25.7	1.6	2.5	65.9		.4	40.3	.5	.4	11.1	.4	4
BONNIE DOON	3.2	.6	1.9	.9	2.0		.8			23.4	1.1		24.1	.4	.4
CAPILANO	2.8				.4		.4	.7		5.2			5.4		
LONDONDERRY		19.5		.9	47.4	50.3	.4	9.4	6.5	1.3	49.5	1.5	4.6	.4	9
DOWNTOWN	.9	1.3		.5	7.9	2.0	1.6	1.4	.9	1.3	2.2	6.2	10.7	1.6	4
NORTHWOOD-NORTHTOWN		52.8			11.1	13.7		17.3	7.4		13.4	4.2	.4		1.7
KINGSWAY	.5	15.7	.6	2.3	11.9	17.3	1.6	23.7	19.5	2.6	19.4	18.6	2.3	6.6	6.8
MEADOWLARK			2.5	1.4				.7	.4					3.1	5.1
WESTMOUNT			1.3	2.7	.4	2.0		18.7	14.7	1.3	1.1	13.8		8.2	9.4
CENTENNIAL			.6				.4	1.4	.9	1.3	.5	.4		2.3	2.6
OTHER	3.7				.8			5.8		1.3		.4		.4	.4
NONE	5.0	1.3	4.5	9.5	3.6	1.5	3.2	5.0	12.6	9.1	1.6	9.2	3.1	1.6	5.1

NOTE: The figures in the table show what proportions (percentage) of households resident in the listed urban centres view the indicated shopping locations in Edmonton as their preferred choices.

36. Number of Vehicles Operated by Urban Household

The ease with which households and their members are able to move throughout the Region has an influence on their choices of residential, employment and shopping locations. Given the importance of a car in our transportation system the survey collected information about the number of vehicles respondents' households operate. This information is summarized in Table 36. As can be seen from the table the largest proportions of households operate two cars. This proportion ranges from 45.3% in New Sarepta to 65.4% in Beaumont. The largest proportions of one car households have been registered in Redwater (32.6%) and New Sarepta (30.7%), the smallest proportion was found in Beaumont and Morinville (14.3%). Most households operating three vehicles are recorded in Morinville (22.6%) and Legal (20.1%) with the least representation found in Calmar (12.8%) and Redwater (13%). Households operating four or more vehicles are most represented in Morinville (13.1%) and Legal (8.9%) with the least representation found in Beaumont and Gibbons (4.6%).

Figure 36 Number of Vehicles Operated by Urban Households

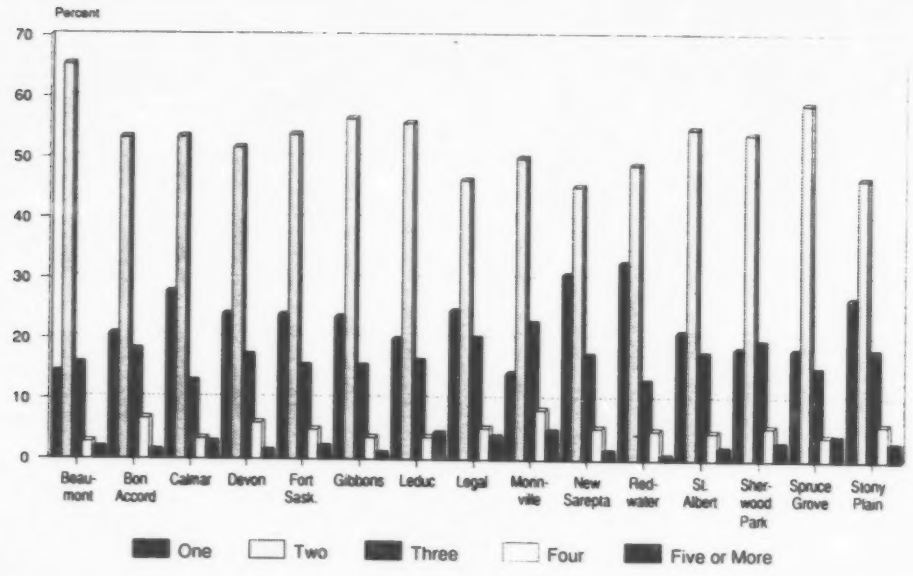


Table 36 Number of Vehicles Operated by Urban Households

NUMBER OF VEHICLES	PLACES OF RESIDENCE														
	BEAU-MONT	BON ACCORD	CALMAR	DEVON	FORT SASKAT-CHEWAN	GIB-BONS	LEDUC	LEGAL	MORIN-VILLE	NEW SAREP-TA	RED-WATER	ST. ALBERT	SHER-WOOD PARK	SPRUCE GROVE	STONY PLAIN
1	14.3	20.7	27.7	24.0	23.9	23.6	19.9	24.6	14.3	30.7	32.6	21.1	18.4	18.2	26.7
2	65.4	53.3	53.4	51.6	53.8	56.4	55.7	46.3	50.0	45.3	48.9	54.9	52.9	58.9	46.9
3	15.7	19.0	12.8	17.1	15.4	15.4	16.3	20.1	22.6	17.3	13.0	17.6	19.5	15.2	19.1
4	2.2	6.7	3.4	6.0	4.9	3.6	3.7	5.2	8.3	5.3	4.9	4.6	5.5	4.0	6.3
5	1.9	.7	2.0	.9	1.2	.5	3.3	1.5	3.9	1.3		1.9	1.6	2.9	1.3
6+		.7	.7	.5	.8	.5	1.2	2.0	.9		.5		1.2	1.0	.9

NOTE: Column 1 of the table indicates the number of vehicles operated by a household. The cells of the body of the table represent the proportion (percentage) of households, in a given centre, operating a particular number of vehicles.

APPENDIX 1

SURVEY UNIT POPULATIONS, HOUSEHOLDS AND SAMPLE SIZES

Municipality (Survey Unit)	Population	Number of Households	Sample Size
Beaumont	3,944	1,115	219
Bon Accord	1,355	390	159
Calmar	1,087	375	156
Devon	3,691	1,190	220
Fort Sask'n	11,983	3,720	252
Gibbons	2,335	685	199
Leduc	13,126	4,200	253
Legal	881	270	140
Morinville	5,364	1,535	232
New Sarepta	314	110	77
Redwater	1,982	695	186
St. Albert	36,710	11,075	260
Sherwood Park	30,186	9,140	262
Spruce Grove	11,918	3,565	257
Stony Plain	5,802	1,895	236

NOTE: Information with respect to population and number of households is from 1986 Canada Census.